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THE ROTARIAN

Vol. VII. No. 3

SEPTEMBER, 1915

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Convention Number

— San Francisco, 1915 —

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Rotary Addresses that Inspire and Enthuse

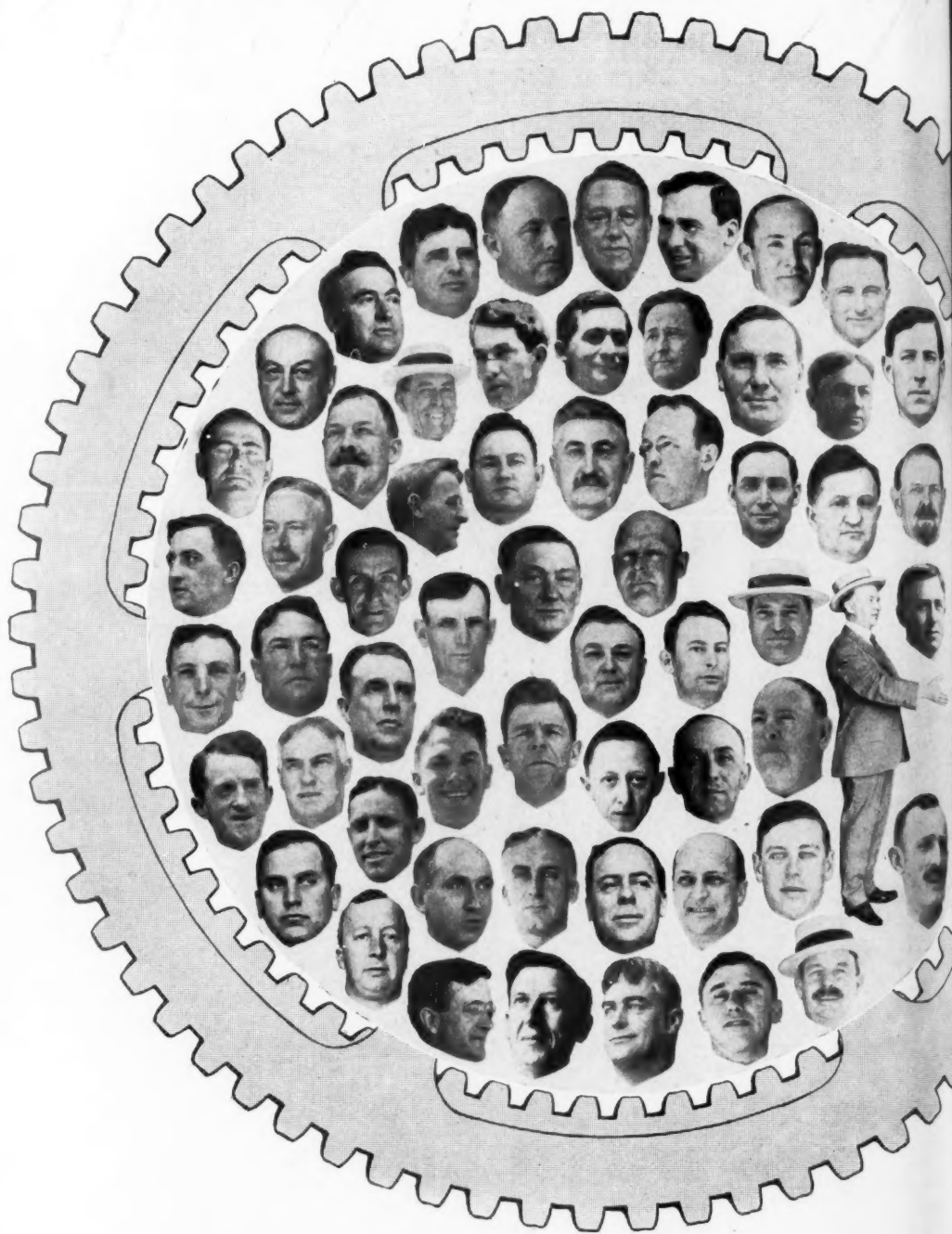
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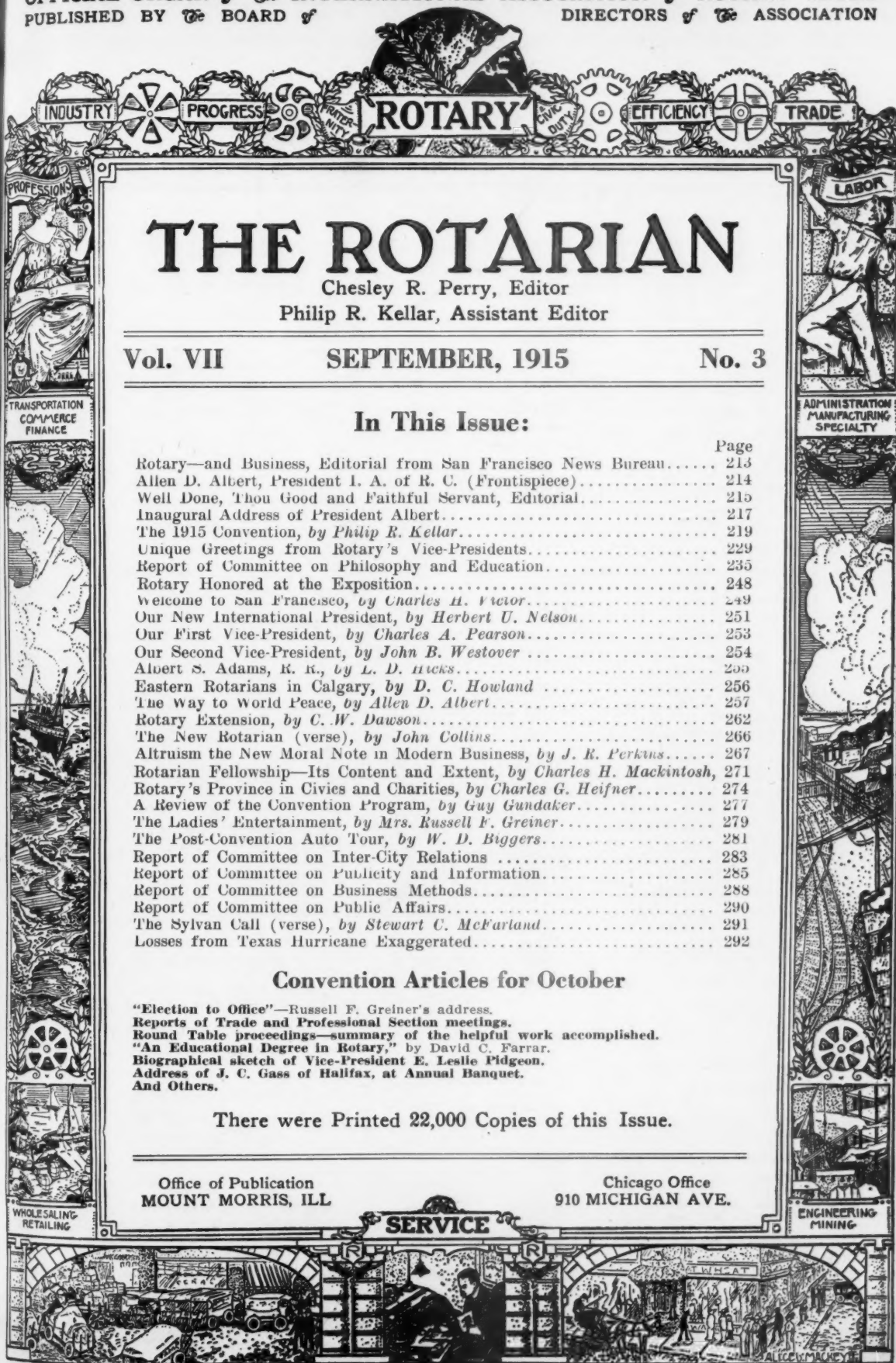
Instructive Reports of Standing Committees

Discussions that Develop New, Helpful Ideas

San Jose Rotarians Welcoming



Every member of the Rotary Club of San José registered at the Convention in San Francisco. It was the only Rotary Club that registered 100 per cent. After the convention they entertained the Rotarians who went on the delightful auto tour
(Continued on inside back cover page.)



THE ROTARIAN

Chesley R. Perry, Editor
Philip R. Kellar, Assistant Editor

Vol. VII

SEPTEMBER, 1915

No. 3

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Address of J. C. Gass of Halifax, at Annual Banquet.
And Others.

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O. J. FEE, LINCOLN ROTARY CLUB.

Editorial in San Francisco "News Bureau," July 24, 1915.

Rotary—and Business



SAN FRANCISCO has witnessed this week the strange spectacle of a great convention of two thousand substantial business men declaring their belief in the universality of the Golden Rule and its practicability as applied to business.

Representing the nearly two hundred clubs which are affiliated in the International Association of Rotary Clubs, these men speak as the accredited delegates of a membership of approximately 25,000, including men in every walk of life.

The event is significant, not so much because it expresses the belief of even so considerable a number of business men, but because of the fact that a few years ago these same men would have been ashamed to raise the question of the ethics of business at such a gathering for fear of being accused of religious cant.

Their present action is possible and natural because a change has swept over the current of popular thought about business and shrewdness is no longer mistaken for business sagacity. Among the popular aphorisms which have gone into the discard is the world-old Cynicism, "Let the buyer beware." One price to all has superseded the ancient custom of haggling, plain statement of fact has taken the place of flowery exaggeration in advertising and best of all, as the Rotarians recognize, there has crept into business standards "a note of sympathy for our common humanity."

To one who has watched the proceeding of the Rotary convention from the side lines, the interesting fact has been the noticeable degree to which their business philosophy enters into personal relationships. Maintaining the true relation between service and profit in the slogan, "He Profits Most Who Serves Best," Rotarians in their relations to one another display a noticeable lack of interest in immediate gain and a surprising keenness to be doing someone a good turn. Questioned as to this apparent unselfishness, they will tell you that they have learned from experience that the quickest way to chalk up a balance on the credit side of the ledger is to keep doing helpful things for your business associates.

This altruistic note has, it is said, been more in evidence at the convention just adjourned than at any of the previous gathering of Rotarians, the members apparently recognizing more clearly than ever before that "the genius of Rotary lies in co-operation" and that "human rights are not confined to Rotary Clubs, but are as deep and as broad as the race itself."

The action of the convention in holding that while "any advantage gained by reason of friendship is eminently ethical and proper" Rotarians are "no more obligated to a brother Rotarian than to every other man in human society" is, therefore, a logical step in the direction of making universal in its adaptation the basic teaching of Rotary that "Business follows Friendship."

The "News Bureau" is the busy business man's newspaper of San Francisco and the above editorial was printed on the first page. Its publication shows how Rotary is winning recognition outside its own ranks.



ALLEN D. ALBERT of MINNEAPOLIS.
President, International Association of Rotary Clubs.

FOR SKETCH SEE PAGE 201

THE ROTARIAN

Official Organ of the International Association of Rotary Clubs

VOL. VII, No. 3—

EDITORIAL

—September, 1915

Well Done, Good and Faithful Servant



HERE are many who served Rotary well during the past twelve months. There is one who, we all take pleasure in testifying, served Rotary supremely well. He was indeed a leader among leaders. Blest physically, as well as mentally, he threw himself into the work of his office with a determination of purpose and an intensity of action that was truly inspiring to every Rotarian, whether an office holder or a private in the ranks.

By their works ye shall know them, it has been said, and there is no one better known in all Rotary today than Frank Mulholland. The full fruition of his work will only be observable as the years go by. The immediate results are evidenced in the reports which show, without a single exception, a most healthy condition and happy state for all Rotary and every one of its affiliating clubs.

To some degree the convention at San Francisco was the glorious culmination in visible form of Mulholland's administration. Never was there a happier, a more intense or a more complete convention. And yet as a convention it had its shortcomings. It was not perfect in its details. Everything relating to the welfare of Rotary was not settled to everyone's satisfaction. Had it been such a convention it would in the very nature of things most likely have been Rotary's final convention. There would have been no need for another. We still have things to which we may look forward. We still have need for officers purposeful, determined, faithful, enthusiastic.

Let that be as it may, the gathering at San Francisco was a convention that had all of the strong features of each preceding convention and in addition it had its own distinct individuality. It was, as Allen Albert has well said, a convention of interpretation. At any rate it was a magnificent success as a convention and the San Francisco Rotarians and the Rotarians of Oakland and the other California cities delivered the goods as convention hosts.

It was indeed a fitting culmination to the Mulholland administration and in penning these few words of reflection upon the past twelve months it is fitting to insert an appreciation of our Immediate Past President which appeared as an editorial in "The Toledo Rotarian" of August 13, 1915, and which in one instance disproves the old saying that a prophet is not without honor save in his own country.



"No one who did not attend the International Convention of Rotary will ever fully appreciate the unselfish service rendered by our own Frank Mulholland during his term as president.

"Bob Cornell of Houston hit the nail on the head when he said at the meeting of the San Francisco Rotary Club at the close of the convention: 'This great convention was a fitting close to the term of the greatest president Rotary will ever have,' and his statement provoked long applause.

"Frank was referred to in the convention as 'The Evangel of Rotary.' The evangelist is the forerunner of truth. Rotary only came into its own during the year just closing. Prior to that time many still held the selfish notion that a Rotarian worked for himself alone and that a man joined purely from selfish motives.

"And then came the Evangel preaching the glory in the service to others, forgetting self. His words were touched with the eloquence of sincerity—for had he not himself given up a year of his own life, taken it from his own profession to teach his fellow men the better way of business?

"Business men were learning the Golden Rule in business. Not only Rotary clubs but Commerce clubs and Civic associations everywhere were anxious for the message. New life was injected into many clubs. Many a member was given a new vision of life and every man in Rotary had it emphasized to him again and again that they only get enthusiasm as they give it away to others and that they cannot draw interest on money they do not invest.

"The gospel of unselfish devotion to others fell on good ground and has brought forth untold fruits. Many a man testified as to what it had meant in his life at the convention and it must be a great satisfaction to our Immediate Past President as he looks back over the year he gave to *others*, to think that his life and his words have been an inspiration to so many to help themselves through their unselfish devotion to others.

"None of us at the convention can ever forget the many wonderful testimonials to Frank's year of service for Rotary and the feeling of pride all of us shared in his wonderful record of unbounded success.

"Papers throughout the West printed columns and even pages about Frank and Rotary in general and all of us were mighty glad to tell the delegates that



Frank was as popular at home among his fellow members and the home folks as he was with those abroad. You can't always say that about a man either.

"Other great presidents there surely will be, but it is doubtful if there will ever be another Mulholland in Rotary—

"And He Lives Down in Our Alley."

And now with all the credit which we can truthfully give Frank and with all the compliments which we can sincerely shower upon him there is really nothing stronger in testimony of the man and surely nothing more satisfactory to him than the simple but eloquent fact that "Frank is as popular right at home among his fellow members and the home folks as he is with those abroad."

Inaugural Address of President Albert

My Fellow Rotarians:

One of the essentials of Rotary is that it is a circumference and not a hub. The International officers each year serve as the hub of Rotary; but Rotary knows no elevation of one personality above another. For the ensuing year you have placed in my hands the large responsibility of presiding over the International Association of Rotary Clubs.

I shall give you the best I have to give. The best I have to give includes energy, devotion and a love of manliness. The year through, there will be no compromise of my ideals of Rotary. Some of you feel that they are set rather high. Some of you have said to me openly that you feel that they are set too high. But bear with me in patience until the Cincinnati convention. The most difficult thing in the world for me is a compromise along certain lines and I should be a most inefficient president, if ever I can hope to be efficient at all, were I this year to

contemplate a yielding of the ground I have taken from the day of my admission into the Rotary Club of Minneapolis.

To my thinking, and I have attended other conventions, the San Francisco convention will go down in our Rotary records as the convention of Interpretation. No afternoon in my Rotary experience is to be compared with that which reached its focus in the adequate, comprehensive, and clear resumé of Rotary presented by Glenn Mead.

The Hebrews had what, in the word of St. Jerome, they termed *scripture*—"the sacred writings of their religion." We have no sacred writings in Rotary. The man is not yet risen whose definition and exposition of Rotary are to be accepted without challenge. But a broad and firm foundation has been laid in the remarkable report which came that day from the chairman of that committee. We need not ask again: "Where can we turn for an outline of Rotary?" At last we have one.

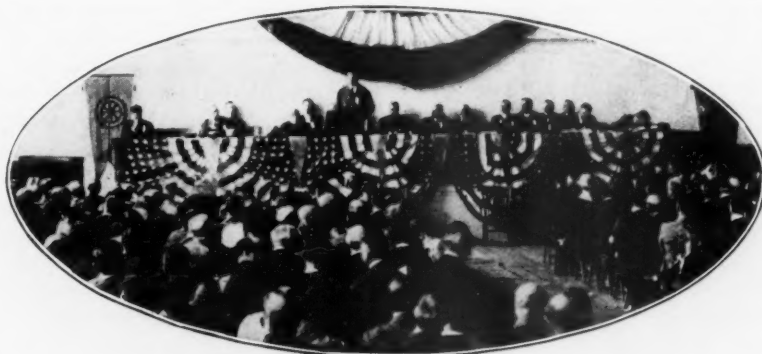
Of no less importance is the new constitution. Rotary efficiency has never been better illustrated, in my opinion, than in the action of the San Francisco convention upon the report submitted by Rotarian Klumph. The delegates knew the subject matter in advance. They were prepared to present vigorous objections to particular sections of the new constitution. They heard attentively the chairman's acceptance of those objections or answers to them. Another body might have wasted an entire day in argument. Rotary, being satisfied, accepted the new constitution without a word of debate or a negative vote.

The problems which spread themselves before us at San Francisco have to do mainly with three things: the defining of conditions of membership; the activity of the membership in the field of civics; and the philosophy which underlies the whole structure of membership.

No one of us in attendance feels himself competent now that the convention is over, to pronounce final opinion upon any of these three subjects. We must advance with caution and humility. Rotary lives because of its spirit. Religion likewise lives because of its spirit. No finite mind has ever been able to define religion in terms acceptable to the great body of the reverent. So in Rotary it may prove that danger lies in the effort to reduce the spirit of Rotary to a formula. In any event, we must be on our guard against accepting any statement of that spirit under the spell of the moment.

The year will prosper Rotary directly as it reflects the spirit of Rotary. Your new officers realize this. They will devote themselves earnestly to fulfill and make manifest the spirit which has produced Rotary. Each one of them lays down in confident challenge his expectation that, as he asks service from Rotarians in the name of the great structure of service, you will not fail him as apostles of service.

We are the custodians of a great trust—we Rotarians. We are the teachers of the most moving lesson of our generation. We have a worldwide mission of business efficiency, of wholesome fun, of brotherhood. Relying upon the trained judgment of those who have served Rotary so notably in the past, we go forward into a new year with a prayer that every member of Rotary the world over, may be a happy, eloquent and worthy missioner of the gospel of service through self unto others.



Opening Session

The 1915 Convention

By Philip R. Kellar

THE largest, the most inspiring and the most successful convention in the history of Rotary! This was the unanimous conclusion of all those who attended the sixth annual convention of the International Association of Rotary Clubs at San Francisco July 18-23, 1915. In the words of the new International President, Allen D. Albert, it was a convention of "interpretation."

It was a "working" convention, the attendance at each session and at the Round Tables being unusually large throughout the entire week. The work of the convention was not interfered with to any appreciable degree by the Panama-Pacific International Exposition and the many alluring attractions of the wonderful city of San Francisco. Past President Mulholland, in a few well chosen words at the annual banquet Wednesday night very aptly described the reason why the Rotarians could hold such a successful convention in a city so filled with counter attractions when he said "There is a time for play and a time for work and Rotarians know when to play and when to work."

The 1915 Convention will take its place in Rotary history as a time when Rotary principles became more clearly interpreted and Rotary practices more sharply defined and as the time when the task of blending of these two into one harmonious working platform was successfully started.

The outstanding features of the convention were the adoption of the Code of Ethics which was published in full in the August issue of *THE ROTARIAN*; the report of the Committee on Philosophy and Education, of

which Glenn C. Mead of Philadelphia was Chairman, followed by a full and illuminating discussion; the gracious and abundant hospitality of the Rotarians of San Francisco and Oakland; the adoption of the revised constitution; the election of new officers; the selection of Cincinnati as the place for the 1916 Convention; the adoption of a number of resolutions of far reaching effect; the annual banquet at which were present 1,900 people and which occupied almost the entire ground floor of the Palace Hotel and is said to have been the largest banquet ever given in the West and one of the largest ever given in the United States.

The new officers are:

President

Allen D. Albert, Chairman Executive Committee Minnesota Civic and Commercial Federation. (Journalist), 1222 McKnight Bldg., Minneapolis, Minn., U. S. A.

1st Vice-President

Wm. Gettinger, Partner Eaton & Gettinger (Printer) 263 9th Ave., New York City, N. Y., U. S. A.

2nd Vice-President

Robert H. Cornell, Advertising Manager Houston Chronicle (Newspaper), Chronicle Bldg., Houston, Texas, U. S. A.

3rd Vice-President

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Immediate Past President

Frank L. Mulholland, Partner Mulholland & Hartmann (Attorney-at-law), 1311 Nicholas Bldg., Toledo, Ohio, U. S. A.

The president, three vice-presidents and the immediate past president constitute the board of directors.

In place of the old corps of five vice presidents there were chosen, in accordance with the new constitution, nineteen district governors, fifteen for the United States, three for Canada and one for the British Isles. A complete roster list of the district governors together with the states or provinces included in their respective districts will be found in the official directory on page 3 of the supplement which accompanies this issue of *THE ROTARIAN*.

The number of registered delegates entitled to vote was 391 representing 125 of the 156 affiliated clubs in the United States and 8 of the 9 affiliated clubs in Canada, a total of 133 American and Canadian Clubs. There were no British clubs represented by delegates. The total registration of delegates and visitors as recorded July 20th was 1888 of whom 965 were men and 923 were ladies. The registrations subsequent to Tuesday morning when the Credential Committee made a final report were sufficient in number to bring the total number of men and ladies registered up to more than 1,900.

When the International Secretary and his assistants arrived in San Francisco Wednesday, July 14th, they found that the San Francisco Rotarians had already given attention to the preliminary details in a most excellent fashion. H. J. Brunnier, Chairman of the Executive Committee, President Chas. H. Victor, Secretary Howard H. Feighner and Assistant Secretary Miss Kate A. Moy had been regularly "on the job" day and night for some time and all of them remained "on the job" throughout the convention, ably assisted by practically every mem-

ber of the club. Rotarian Ben Dixon, the Chairman of the Hotel Committee, forget what his home looked like, he was so busy getting the various visiting parties located. "Bru" and his wife moved to a downtown hotel for Convention week.

Secretary Perry, assisted by Editor Kellar and Advertising Manager Jennings from the headquarters office in Chicago, established a convention headquarters office in a large room adjoining the convention hall on Friday and were receiving visitors, attending to correspondence and completing the preparations for the convention on Saturday.

Sunday morning, July 18th the Board of Directors met at the St. Francis Hotel, the official Headquarters during the convention, to hear and approve the reports of the President, the Executive Committee and the Secretary upon the work of the year.

A number of Rotary sermons were preached by the San Francisco and Oakland clergymen at the morning services of their respective churches.

Sunday afternoon a Rotary meeting was held at the San Francisco Y. M. C. A. at which President Mulholland spoke: The meeting was thus described by Rotarian Albert Ehr Gott:

The Rotary Club is a moral and ethical dare in the practical every day stress and strain of commercialism.

Perhaps no more appropriate place could have been selected than the Young Men's Christian Association to usher in our great Convention. "Service—not Self" being the vital spirit and keynote of this world wide institution, it was fitting that Sunday afternoon the Auditorium of the Y. M. C. A. should attract a goodly number of Rotarians.

Byron Mauzy of the San Francisco club presided. Uncle Charlie Woodward, at 92 years—the most aged Rotarian in the world—though deeply affected by the recent passing of his son, led in an earnest prayer. Albert Ehr Gott read 1 Cor. 13, which breathes the Rotary spirit at work. R. R. Rogers and Prof. Frederick Purdy of San Francisco and Geo. P. King of Toledo added much to the life and inspiration of the meeting by their singing.

International President F. Mulholland was at



Chas. H. Victor (left) president San Francisco Rotary Club greeting Wm. Gettinger of New York, just before opening of convention. (Photo by Taylor, San Diego.)

his best and thrilled the hearts of all present with his appeal for "smiles," "optimism," "being good for something," and "service." It was an auspicious keying up to a high pitch for the whole Convention.

As the orchestra takes its cue from one instrument so the ensuing convention was tuned up to the high ideals set forth in their initial Y. M. C. A. meeting.

SUNDAY EVENING RECEPTION

The Sunday evening reception to President and Mrs. Mulholland was one of the best "get-acquainted" gatherings that Rotarians have ever been privileged to attend. It was held in the Colonial and Italian rooms in the St. Francis Hotel, which in spite of their large size, were crowded by visiting and San Francisco Rotarians. This reception was the first taste the visitors had of the Californian brand of hospitality which President Victor described in his welcome to the convention the following morning as "the brand that means abundance"—and everyone was willing to admit long before the convention was finished he was correct. The reception was a very beautiful as well as a very useful convention function.

MONDAY SESSION

A large Rotary International flag flew from the mast of the Exposition Memorial Auditorium where the business sessions of the convention were held. The platform of the Auditorium hall was attractively decorated with Rotary standards, United States, British and Canadian flags, the standards of other nations, and an immense Rotary International emblem worked out in the Rotary colors. This emblem and the flags formed the background for the speakers.

There were about one thousand people in

the hall, including a large sprinkling of ladies, when President Chas. H. Victor of the San Francisco Club called the convention to order a few minutes after nine o'clock.

The delegates stood and sang Rotarian Henry F. King's "Rotary Marching Song" and the International officers made their entrance to the convention hall and proceeded to the stage, escorted by the officers and directors of the San Francisco Rotary Club. Before the officers and delegates had taken their seats someone started "America" which was sung in a mighty chorus. Then the Canadian delegates struck up "God Save the King" in which the Americans joined so far as they were able to recall the words.

After the invocation by Rev. M. F. Griffin of the Youngstown Rotary Club, Uncle Charlie Woodward was escorted to the platform by Rotarian Brunner to the accompaniment of hearty applause.

Victor's welcoming address was a gem of oratory and heartfelt hospitality. (For the address see page 244). President Mulholland then took the chair and the work of the convention began. After thanking Victor and the San Francisco



Uncle Charlie Woodward Welcomed to Convention by President Mulholland.

(Photo by Taylor, San Diego.)

cisco Rotarians Mulholland declared that good fellowship was the keynote of Rotary and asked everyone in the hall to stand and shake hands with the four persons nearest him and then sit down. The past presidents and divisional vice-presidents who were present were introduced to the convention, each of whom responded briefly and the message from President Emeritus Paul P. Harris was read (this was printed in the August issue of THE ROTARIAN).

The responses of the vice-presidents were valuable contributions to the analysis of Rotary. Taken as a whole they formed an inspirational prelude to the great convention

program. What the vice presidents said will be found on page 229 of this issue.

How One Man Was Impressed

"To me the most impressive feature of the first session of any convention is the wonderful joy of reunion with old acquaintances, the recognition of those one has known only by letter and the first meeting with a host of potential friends" is the way Charles W. Dawson of Muskogee prefaced his enthusiastic comments on the Monday morning session.

Frank Mulholland's request that each man shake hands with the four nearest delegates was a most nappy climax to this feature of the session.

"To Guy Gundaker and his committee great praise is due for the completeness of the program all through the convention; it was eminently practical, workable and full of meat. The printing of the reports of the International officers and the omission of these from the program was a feature which may well be repeated and extended; it greatly lessened the tedium of the first session.

"The Report of the Inter-City Relations Committee should have careful study by every club, for its suggestions are most pertinent.

"Rotarian O. J. Fee of Lincoln in his splendid talk on 'Opportunities Presented by the Section Meetings' which closed the morning session, provided an excellent preparation for such meetings which were held during the afternoon."

TUESDAY MORNING

The Tuesday morning session was filled to overflowing with good things. The work began with the reading of the report of the committee on Business Methods including the Code of Ethics (which was published in the August issue of *THE ROTARIAN*). The report was accepted and the code was adopted as the Rotary Code of Ethics for Business Men. A very interesting and instructive discussion of the report followed.

President Paxson of the Honolulu Rotary Club, which had been admitted as a member of the

H. J. Brunner, Chairman San Francisco Rotary Clubs Convention Executive Committee.

(Photo by Taylor, San Diego.)



International Association only a few days prior to the convention, made a great hit when after a brief talk he said:

"I appreciate very much the honor of being able to be a member of this organization and I want to extend to you all the Aloha of the Honolulu Club. I might say in the language of the ancient Hawaiian 'Aloha aina, aina Mahai no,' which means 'May you all prosper and be happy.'"

The address of Charles Henry Mackintosh of Duluth on "Rotarian Fellowship; its Content and Extent" was listened to attentively and resulted in an extended, interesting and instructive discussion participated in by Basford of San Francisco, Leonard of Jacksonville, Pidgeon of Vancouver, Bridges of Oakland, Garrison of Stockton, Denny of Chicago and Ehr Gott of San Francisco. (This address is printed in full in this issue: see page 271.)

The adoption, without opposition, of the revised constitution as recommended by the committee on constitution and by-laws, of which Arch C. Klumph was chairman, was something of a surprise to Klumph. Prior to his arrival in San Francisco he had heard of considerable opposition to certain portions of the revised constitution and anticipated an argument on the floor of the convention. All of the difficulties, however, had been adjusted in committee meetings, Klumph and his associates working Sunday and nights, and when the revised constitution was offered Tuesday morning it went through, "with a whoop."

Changes Made in Constitution

A number of changes in the Constitution were made of which the principal were:

The old board of directors



Arch C. Klumph of Cleveland.
(Photo by Hancock, Denver.)



Frank R. Jennings, our Advertising Manager, looking for a contract.



President and Mrs. Frank L. Mulholland (x) and "the bunch" that entertained them at Seattle.

and divisional vice-presidents are done away with. Instead there is a board of five directors consisting of the president, the first, second and third vice-presidents, and the immediate past presidents.

Instead of the divisional vice-presidents there are nineteen district governors, one governor for each of the fifteen districts in the United States, three in Canada and one in the British Isles. These district governors are elected by the delegates to the annual convention from the Rotary clubs in the respective districts. The constitution provides that the delegates from each district meet and nominate one man for governor. The convention elects these men so that they shall be officers of the International Association, but aside from this formal ratification the convention as a whole has no voice in the selection of the various district governors.

Under the general supervision of the board of directors each district governor has the particular duty of furthering the objects of the Association, supervising the organization of new clubs, and promoting the interests of the affiliating clubs within his district. A roster of the district governors for 1915-16 is printed on page 3 of the supplement.

Application for authority to organize a new club must be made to the International Secretary and by him referred to the president of the Association and to the governor of that district. The district governor shall investigate the application and report back to the president with his recommendations. Then the president may grant the authority to organize the club, which is to be exercised under the supervision of the district governor.

Clubs organized hereafter are required to adopt the standard local constitution approved by the board of directors before they can be granted a certificate of membership in the Association. Having adopted this standard local constitution no club may make any change in it without the written consent of the board of directors of the Association. Clubs already affiliated at the time of the adoption of this revised constitution cannot make any changes in their local constitutions with-

out the written consent of the International Board of Directors, insofar as such changes relate to: 1—Name of club. 2—Objects of club. 3—Classes of membership. 4—Qualifications for membership. 5—Territorial limits. 6—Articles pertaining to politics being barred. 7—Articles pertaining to endorsement of legislation. 8—Articles relative to official publication.

Any club which ceases to be a member of the Association by resignation, expulsion or otherwise shall surrender to the board of directors of the Association its charter and agree to surrender all right which it has or may claim to have to the use of the word "Rotary" as a club name.

The general committeemen are eliminated by the new constitution. Each club is entitled to one delegate to the convention for each 50 members (except honorary members), or major fraction thereof.

The presidents, three vice-presidents, treasurer and sergeant-at-arms are elected by the convention after nominations have been made in a general session of the convention. The three vice-presidential candidates receiving the highest number of votes shall be declared elected first, second, and third vice-president respectively.

An audit of the books of the Association by certified public accountants at least twice a year is provided for.

All standing committees are to consist of five members. The committees on "official publication" and on "office and accounts" are dropped as the board of directors will be in active supervision of these matters. The standing committees are six in number and are

Philosophy and Education.

Publicity and Information.

Inter-city relations (changed from inter-city trade relations).

Public affairs.

Business methods.

Convention Program and Topics.

For the annual convention there will also be a committee on resolutions, a committee on constitution, a committee on credentials and a committee on election.

The board of directors shall decide, within sixty days after the close of the



Robbie Robertson,
the Harry Law-
der of Oakland.



Secretary Perry caught at door of Oakland Auditorium.

natured and was participated in by Rotarians Hertzberg of San Antonio, Albert of Minneapolis, Peace of Toronto, Hering of South Bend, McDowell of Louisville and Glass of Birmingham. (Mr. Greiner's paper will appear in the October issue of this magazine.)

This discussion was interrupted to permit a delegation from the Stockton Rotary Club, headed by Dr. Powell, to present the International Convention with a great floral Rotary wheel, made of immortelles. The Stockton club entered in a body escorted by a brass band. In presenting the wheel Dr. Powell said:

"This floral wheel represents and embodies not only the pride we feel in the way you have honored San Francisco and California in coming here for your convention but also carries with it a hearty welcome from the city of Stockton. You see, Mr. President, this wheel is made up of little immortelle flowers which we felt to be the only fitting flower to represent the stability of Rotary principles and permanency of Rotary fellowship."

President Mulholland graciously accepted the wheel saying that he would turn it over to Secretary Perry who would have the task of placing it in his pocket and carrying it back to Chicago where it would grace the International Headquarters

annual Convention the place where the next Convention shall be held.

Past International President Russell F. Greiner's address "Election to Office" was the last speech of the morning session and was listened to with great interest. The discussion which followed was spirited but good-

(It took six men to bear the floral wheel to the platform).

TUESDAY AFTERNOON

By Paul C. Howe of Sioux City

Viewed in its relation to what President Albert termed the chief characteristic of the 1915 convention—Interpretation—the session of Tuesday afternoon was most productive.

From the masterful report of a year's study of the ethics and philosophy of Rotary presented by Glenn C. Mead, chairman of the Committee on Philosophy and Education, to the brief discussions of minor phases, each speaker made valuable contribution to the concrete expression of Rotary principles. In this clarifying of opinion it appeared that while in some non-essentials there may be divergence, in the important basic thoughts there is developing, throughout the various clubs, a unison of sentiment.

Discussion of Rotary's relation to other organizations and the public at large was opened by the reading by Oswald Becker, of Davenport, of the report of S. H. Cook, of Syracuse, chairman of the Committee on Publicity and Information. (For this report see page 285). He declared that real knowledge of Rotary and its aims is spreading among non-Rotarians, partly by means of intelligent expositions of Rotary, such as President Mulholland's addresses, and largely by the aid of the newspapers.

He would encourage newspaper membership in Rotary Clubs, and would advise the newspapers to send their representatives to Rotary gatherings that the activity of Rotarians in matters of public interest be prop-



Noon Recess at Oakland.



John Knutson, Sioux City, trying to entice San Diego pigeons with Iowa corn. (Photo by Mrs. Knutson, Sioux City.)

W. Harris, of Washington, expressed the opinion that the most harmful was the impression that Rotary's chief object was the exchange of business among its members. "I would like to attend the funeral of this dead issue at this convention," said Mr. Harris.

John O. Knutson, of Sioux City, talked of "The Relation of Rotary to Those Outside of Its Ranks," which he declared to be of the utmost importance. Since Rotary is a movement and not an organization, the widening of its sphere of influence is an important consideration to its members. In order to accomplish this, Mr. Knutson said, we must recognize that the possession of lofty principles is not confined to Rotarians. Rotarians must lead without antagonizing, regarding their membership as a responsibility as well as a privilege. They must be broad enough to give Service to all—to the non-Rotarian as well as to the Rotarian. By entering actively into the public affairs of their communities and by co-operating with the civic bodies, Rotarians can put the spirit of Service into actual practice and make Rotary the exponent of commercial and civic righteousness.

To bring order out of the chaos of Rotary philosophy was assuredly a task for a Philadelphia lawyer. When Glenn C. Mead had finished reading to the convention his report

erly presented. Many clubs, he said, admit all newspapers in their cities under an open classification. Reports from 136 clubs showed they enrolled 220 newspaper men.

With regard to special Rotary editions of newspapers, Mr. Cook said that decisions must be governed by local conditions. In general, he believed that they were a large expense without proper return.

Speaking of harmful notoriety, Geo.



Long Tom Phillips and Chas. Happy Sassaman. (Photo by Knutson, Sioux City.)

of the findings of his committee it was fully realized that International Rotary had picked just the right man for the task. (Editor's note: The complete report and the discussion following is published in this issue of THE ROTARIAN, page 235.) An epitome of his address is found in this definition:

"Rotary is an organization of business men who seek to accomplish economic purposes in an altruistic spirit."

The magnetic personality of Rev. E. Leslie Pidgeon, of Vancouver, the new Canadian vice-president, made a strong impression upon the convention when he spoke briefly upon topics allied with Mr. Mead's report. "Self through unselfish service" was a motto he suggested. "The task of Rotary is to find students of her principles, and then to train them to love and strive after that which they intellectually approve."

Frank P. Glass, of Birmingham, gave utterance to a potent thought when he said that each man should not be merely representative of his line of business in Rotary, but a representative of Rotary in his line of business.

Other speakers who discussed these questions were S. L. Weaver, of Los Angeles; Frank C. Jones, of Houston; Arthur H. Bassett, of Tacoma; M. C. Potter, of Milwaukee, and Dr. Augustus Koenig of Philadelphia.

Weaver had enough notes to warrant the apprehension that he intended

taking up as much time discussing the report as Mead had taken to present it. "Sylvest" got a "big hand" when he began by saying he didn't expect to read all his notes. THE ROTARIAN's staff cartoonist would have had fine material then and there, but "there ain't no such animal."

The closing feature of the afternoon was the presentation by David C. Farrar, of Pittsburg, of his plan for teaching Rotary to Rotarians. He would have the International Association



E. L. Skeel, Seattle.

publish a Book of Rotary, conduct regular courses in the philosophy of Rotary and confirm an educational degree upon each Rotarian who should satisfactorily complete a certain prescribed course of study along this line.

The convention, with unanimous accord, adopted the reports of the Committees on Publicity and on Philosophy.

TUESDAY EVENING BALL

The Colonial and Italian rooms at the St. Francis were the scene of another beautiful social affair Tuesday evening, where the ball in honor of President and Mrs. Mulholland was given by the San Francisco Rotarians. The floor was well filled when Frank L. and Mrs. Frank L. led the grand march at nine o'clock.

The rooms were tastefully decorated for the occasion, and a charming addition to the flags and flowers was an artistic painting in oil of a Rotary banner by Rotarian D'Ascenzo of Philadelphia, which stretched from the balcony almost to the floor and was presented by him to the International Association.

All of the International officers danced at least once to show that they were not so old that they had forgotten how, and many of them danced until the party broke up at one o'clock.

The ball was another evidence of both the desire and the ability of the San Francisco Rotarians to provide their guests with the most enjoyable entertainment.

THE ROUND TABLES

The entire day Wednesday was devoted to the Round Table meetings, of which five were

held in the forenoon and five in the afternoon. Five small halls at the Auditorium had been provided for these meetings, so that they could be held simultaneously. The program for each Round Table was substantially the same as printed in the June issue of THE ROTARIAN.

Frank Higgins of Victoria was the Convener of the Round Table of Club Presidents; Bob Cornell officiated at the Round Table of Membership Committees; George Leonard of Jacksonville convened the Round Table of Fellowship Committees; W. D. Biggers convened the Round Table on Local Club Publications, and Ralph Wells of Boston officiated at the Round Table of Entertainment, Program and Luncheon Committees. These were all held during the forenoon.

The afternoon Round Tables and those who presided over them were Club Secretaries, H. C. Warden of Los Angeles; On-to-Convention Committees, W. A. Peace of Toronto; Publicity Committees, F. C. Riggs of Portland; Public Affairs, E. L. Skeel, and the Round Table on THE ROTARIAN, David C. Farrar of Pittsburgh.

All of the Round Tables were well attended, and some of them were quite crowded, and altogether they proved very successful.

After a discussion of the topics on the program the conclusions of the Round Tables were put into writing, and a report was made to the secretary. This report was divided into three divisions, one consisting of resolutions offered for adoption by the convention, one consisting of memorials to the convention, and one consisting of memorials to the board of directors.

No. 11-56

San Francisco, July 27 1915 No. 99

THE HUMBOLDT SAVINGS BANK
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~~FIVE THOUSAND NINE HUNDRED FIFTY DOLLARS ONLY~~ Dollars

ROTARY CLUB OF SAN FRANCISCO CONVENTION FUND

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The San Francisco Rotary Club received from the payment of registration fees \$4,000. Here is one item of entertainment expense paid by the club. It was for the annual banquet.



In Vancouver, en route to San Francisco. Third Vice-President E. Leslie Pidgeon is at the wheel. Mrs. Mulholland and President A. R. MacFarlane, of the Vancouver Rotary Club, are standing beside the car. (Photo by Frank L. Mulholland.)

It seemed to be the opinion of the majority of those who participated in the Round Tables that it was not advisable to have so many on the same day and so many at the same time as in a great many cases one man desires to attend several Round Tables.

Immediately upon the adjournment of the afternoon Round Tables the delegates from the various districts into which International Rotary had been divided, by the adoption of the new constitution Tuesday, assembled at different parts of the Auditorium to nominate district governors.

Because of the shortness of time between the adoption of the new constitution and the election of officers Thursday morning at Oakland, this was the only time that could be arranged for the meeting of the district delegates, and it required considerable "hustling" upon the part of the secretary and his assistants to prepare and distribute the list of accredited delegates in each district. This confusion will not prevail at future conventions, as time and place for the district meetings will be provided for in advance.

THE ANNUAL BANQUET

There have been great Rotary banquets held. There will be great Rotary banquets in the future. But the annual banquet on Wednesday night, July 21, at the Palace Hotel in San Francisco holds the record at this time. It was a wonderfully beautiful affair, and the fellowship and the enthusiasm and the spirit of fun exhibited, followed at the right moment by a sudden change to serious work, was a source of wonderment to

those who had never before attended a Rotary banquet.

The famous Palm Court of the Palace Hotel was converted into a banquet hall, and in addition the two large dining halls adjoining it were called into requisition in order to accommodate the nineteen hundred people who attended.

So inspiring was the occasion that Frank Mulholland almost forgot his resolution not to make a speech during the entire convention.

There were horns, whistles, cowbells and toy balloons distributed by various Rotary clubs as souvenirs, and the spirit of fun held complete sway through the two hours required to serve the dinner, and then President Mulholland proved that Rotarians know when to quit in such a way as to cause those unfamiliar with Rotary affairs to marvel. When the dinner was over he said: "A few minutes ago a man not long in Rotary said to me: 'Mulholland, you will never be able to get them quiet.' I replied: 'Why, my dear fellow, you don't know Rotarians. There is a time for fun, and there is time for the real serious affairs of life.'

"Now we have had our fun. Next we will enjoy the speeches of those who have come to address us. Then we will have the nominations of officers. It is my pleasure to present the toastmaster of the evening, President Victor of the Rotary Club of San Francisco."

Almost immediately the noise ceased, and the nineteen hundred people were quietly attentive. Perhaps it was this occurrence as much as the beauty of the scene which made such an impression that one of the leading

daily newspapers of San Francisco, The Examiner, the following morning devoted almost an entire first page to a photograph and an account of the banquet. This is all the more notable in view of the fact that conventions in San Francisco this summer have been so numerous that the newspapers pay very little attention to them.

Rotarian Perkins' address on "The New Moral Note in Modern Business" (for this address see page 267) and the talk by Joe Mitchell Chapple of Boston on "The Joy and Value of Acquaintance Making" were the two set speeches of the evening. A delightful addition to the program was the presentation of Edwin Markham, California poet, famous as the author of "The Man with the Hoe," who made a short talk closing with this original verse:

*Welcome to our Golden Land;
Bring your heart and let us win it;
Welcome! Here's our hand,
With our own heart pulsing in it!"*

Rotarian Frank Higgins introduced to "Miss Columbia," Mrs. A. R. Kelly of Vancouver, with a beautiful Canadian flag draped around her, to represent "Miss Canada," and presented the flag to the association.

"We want you to call us Canadians and not Englishmen, because we are proud of our country and our flag," said Higgins. "We all know that our two countries have kept peace for over a hundred years without a single fort or standing army, and we say that these conditions will continue to exist because we have our faces toward the sun, and because we speak the same language and have mutual confidence in one another. Canadian Rotarians join American

Rotarians in developing and generating that mighty human force, Rotary, which is designed to, and which eventually will, raise humanity to the highest plane. In a very short time I hope we can truly

say that we know no race, we know no flag, but that our doors swing wide and our roads are free."

Rotarian Pidgeon of Vancouver and Gass of Halifax each urged the International Association to accept the flag as evidence of the good will and good wishes of Canada for the United States and of Canadian Rotarians for American Rotarians and then President Mulholland, still holding to his determination not to talk, offered this toast:

*"Your flag and my flag,
Oh how they wave over our land!
Our Guardian shelter through the night.
Your flag and our flag,
Oh how safe they hold your land and our land
Secure within the one.
Your hearts and our hearts beat as one at their
side.
Sun kissed and wind tossed,
The flags for you and me.
Glorifying all flags, beside our red, our white, our
blue."*

Glenn Mead then presented to Mulholland a chest of silver as the gift from Rotarians "as an expression of gratitude" for his service as International President, and then Dan Baum of Omaha arose and presented to Mead a beautiful gold watch, upon the back of which was a Rotary wheel, with a diamond in the center, from the delegates to the 1913 convention at Buffalo. Mead was so surprised that, for once at least, he was unable to speak.

Rotarian Schwartz of Chattanooga, in a brief and gracious speech, presented to Mulholland a gold card case, on the back of which in relief was a view of Chattanooga from

Lookout Mountain. It was the gift of the Chattanooga club, which they had hoped to present upon the occasion of Mulholland's promised visit to that city, which he could not make. Jim Craig of

Chicago then on behalf of the International head-

quarters delivered back to the San Francisco Rotarians the Golden Wheel to be put on display at the Exposition.

A Passing Comment:

"The most noticeable and en-

Continued on
Page 295.



Geo. W. Harris of Washington, Miss Marion Mulholland, daughter of Frank, and the two children of E. L. Skeel at Seattle. (Photo by Frank L. Mulholland.)

Unique Greetings from Vice-Presidents

Delivered at opening of 1915 Rotary Convention

President Mulholland introduced to the International Rotary Convention, Monday morning, July 19th, the Divisional Vice-Presidents who were present and each responded with a few words of greeting wherein were discovered thrilling messages that electrified the convention. It was a very fitting inauguration of the week's work.

Vice-President W. D. Biggers



WE have all experienced a helpful year in Rotary, helpful to ourselves as individual Rotarians, helpful to our local clubs, helpful to International Rotary. We are here today as representatives of our local clubs. We are here representing 20,000 Rotarians, all of whom envy us our great privilege of being one of this vast assemblage.

Friends, this privilege, this opportunity, brings with it a responsibility, a trust that has been imposed on each delegate here. We are here to represent our clubs; we are here to absorb the enthusiasm and the inspiration of this great meeting. It is an honor and a trust that each one, I am sure, will fully appreciate.

We have passed through a year of great progress. Our membership has been greatly increased by the addition of many new and splendid clubs, many of which are represented here for the first time. Our Association has been placed on a firmer and surer basis through the wise and untiring leadership of our masterful president, Frank L. Mulholland, and the systematic assistance of our most worthy International Secretary, Chesley R. Perry.

Our local clubs have developed splendidly along many lines of useful and helpful endeavor and I am sure every Rotarian is a better business man, a better father, a better husband, a better citizen, on account of the high ideals fostered in Rotary.

Every Rotarian has more friends and is more friendly than a year ago. That old saying, "One who would have friends must show himself friendly", has been exemplified in Rotary as never before. Friendship and fellowship is the basis of our organization, and on this basis we have built a structure that is the pride of every Rotarian within

and the envy of every man without. Elbert Hubbard said, "What we need in this world is the handclasp, the smile, the nod of appreciation, the word of good cheer—why, a smile can gladden an entire day."

Every man in Rotary is a leader in his particular line of work or endeavor. Rotary develops leadership. It is a builder of men, a builder of that higher ideal in men which is called character. Reputation is what people think you are, but character is what you are.

Rotary is an organization of opportunity, and is dedicated to service. Rotary is unselfish fellowship combined with competent service.

Rotary discovered the disease in business—selfishness; Rotary discloses the cure—cooperation. The influence of Rotary for commercial honesty and efficiency is slowly but surely spreading throughout the world.

President Wilson says, "After meeting certain men, I notice that their horns drop off." This is what we are learning in Rotary. Our fellow business men are a very decent lot of fellows; the better we know them, the better we like them.

Friendship, fair dealing, higher ideals and kindlier actions speak louder than words and will but preface the brotherhood of man.

Rotary stands for moral, social civic, and business betterment. These are the things we are striving for in Rotary and, if I mistake not, will be the keynote of this great convention.

Every delegate here should go home so filled with a spirit of enthusiasm that he will be able to impart this interest and inspiration to all the other members of his local club and thus promote a greater and a better Rotary and bring profit and happiness to each one of the 20,000 Rotarians.

Vice-President Robert H. Cornell

LET us prove at this convention that Rotary really is the spirit of the age, speaking through the men of the hour, and let us verify the prophesy of Philip

Brooks that "No man has come to true greatness who has not felt, in some degree, that his life belongs to his race and that what God gives him He gives him for mankind."

It is not enough that we have learned in Rotary to improve ourselves, or that we are becoming truly, inside the organization, at least, the "other fellows' club". To make this the greatest Rotary milestone to date, it is our hope that from this convention there will issue "the key" with which may be scientifically applied the ideals and realities of Rotary and service to the great mass of business and to the world outside.

The great investment already made, as represented by the thought and effort given by Rotarians in the comparatively few years of the organization, calls for just this use of Rotary as well as for further safeguarding of the constitution and problems of Rotary government.

Let me take a moment for a serious and perhaps practical phase of Rotary and that is: How may we attain maximum efficiency in the trade and professional sections?

It has been my privilege to hear the hope voiced that this adjunct of our organization might become a practical working, scientifically intensified institution. As additional work, except in a supervisory capacity, for our wonderfully indefatigable International Secretary, it hardly seems probable nor practical. Why not an auxiliary bureau under an official director for this important business division of International Rotary? It is probable that efficiently organized and managed, but still

under Association supervision, the bureau could become an extremely beneficial clearing house, and, in a measure, the means of a sort of post graduate business course. As a suggestion only, the bureau could operate with its members secured by subscription and institute a regular service, giving subscribing members reports made by the director and his assistants after personal visit to contributing members with results of the investigation of business problems peculiar to each individual class.

There could be a bulletin disseminated at regular periods for each trade and professional section as organized, and all on a low cost subscription plan. The low cost feature would be essential, as the subscribers themselves would assist in the service, many by contributing articles and in some form, by contributing personal experience for this post graduate business course. The subscription cost should be graded and sufficient only for the cost of administration and the clearing of information through the bureau.

In conclusion, we are finding that perhaps our greatest mission in Rotary is the development of men—and we might add with a prayer of thanksgiving, a hope that business men of to-day will mobilize an army, not for military glory, but for true service to humanity. Verily, Rotary is here to make the world better.

Vice-President Frank Higgins

WISHING to do justice to this opportunity I have chosen a subject for my remarks. It is: "Rotary, A Potent Human Force."

I think you will agree with me in stating that we should, at this convention, try to assimilate our various theories as to what Rotary is, with a view to arriving at a definite conclusion on the subject. Some advocate that we should look upon Rotary as a religion, others say as a creed, and still more contend that Rotary is a sort of philosophy.

None of these names seems to me to aptly describe Rotary. Religion to many of us is of Divine origin, a creed is supposed to be a pathway to religion, and Rotary has more strength and fibre than any philosophy can possibly have.

When we concede, as we must do, that the tenets of our Association impress upon us the value of "personal conduct, scientized friendship, and skilled service", and if we do not attempt to dissect these qualities, but

treat them as composite and inseparable quantities, we soon begin to realize that we are dealing with a mighty humanizing force, the most potent for the uplift of mankind since the coming of Him who preached the Golden Rule, and if we look upon Rotary as being that force, I think that we will correct any misunderstanding or misconception that may exist as to the nature, purpose and scope of this Great Movement.

Personally I think that we can no more tell the origin of this force than we can explain the source of electricity, of spirituality or conscience. It seems to me to be the manifestation of the better side of our natures in which is contained charity, honesty, good-fellowship, and love, and we create this force when we do an act of kindness, when we choose the honest way instead of the dishonest, when we make some sacrifice for the other fellow, or when we compel our personal interests to be subservient to that which is for the public welfare.

The Great Teacher made it a living thing, and since then some men and various organizations have tried to make it the dominating influence for the guidance of our race during the daily walks of life; but no body of men has succeeded in bringing it to light as Rotarians have.

Others have failed, I think, because of conflicting business interests which have retarded its outcropping and stunted its growth. We are succeeding for the reason that we have founded our organization on the principle that there shall be no competitive business interests among those who are helping to develop it.

When we look into some of our clubs scattered throughout the English speaking world we see the selfish man's selfishness becoming more human and intelligent; we see the lazy man becoming more active; and men are "writing the faults of their fellows in the sand, and their virtues on the tablets of love and memory"; but these clubs are not remaking mankind, they are not remoulding the human mind, they are not turning the thought of a man from its natural bent for the acquisition of gain; nor are they stifling ambition, they are stimulating that, but men are being impelled to flavor their acts and thoughts with a stronger tincture of kindness and honesty, and even the motto of our clubs "he profits most who serves best" is being changed into "he who serves best profits most," for it is being driven home to man that he who thinks first and more of his service, in a general sense, and less of his profit, in a narrow sense, is bound to increase and extend the volume of his profit.

And because of these influences there has broken out in some of those communities where there are clubs a spirit of wholesome enthusiasm and optimism such as has never been known before, and it is that spirit that is creating this force that can be made to raise people to that plane where spiritual contentment and material wealth exist and thrive.

And although we do not yet know the primal origin of this force, yet we can safely say what causes and produces it. It is being thrown off by men in the business hours of their lives, generated, refined and constantly strengthened by every revolution of that wheel which is our symbol of strength and honesty of purpose; it is a force, a living, tangible, vital, all powerful, soul-satisfying force. It is Rotary.

People outside our club are beginning to

feel this force and recognize it as a fresh, stimulating element that has come into the world for the betterment of existing conditions. They are calling it by its proper name, Rotary, believing it to be of practical use as they have seen the effect of some of its work; but they do not, nor do we ourselves, seem to realize the psychological effect that this force can be made to exert on the world in general.

It has been our proud boast that the world has been gradually getting better but when we get under the veneer of culture, education and refinement of our modern life we see that things are just about the same as they always have been. This is borne out by the fact that the bloodiest war that the world has ever seen is going on today, where men are killing one another as the savages did in the dark ages.

Until some uplifting force is injected into the world that will grip and hold the imagination of man during the business hours of his life, the doctrine of peace and goodwill to all men will remain an aerial nothing, a figment of the imagination, and the stuff that dreams are made of.

We know that some 1900 years ago a mighty force came from above which created Christianity. We ourselves are working up to the light a force composed of some of the same essential ingredients. But the force that we are creating is derived from the closer and more intimate contact of men with one another on the earth, and we are demonstrating that the more men get to know and understand each other unrestricted or unhampered by competitive business interests, the greater becomes their desire to do good, which eventually develops into an active force for the doing of good.

When we look over the surface of the earth we see this force breaking out in detached segments. It is stronger in some places than in others, because the members of some of our clubs are living up to the precepts of our Association. They are moulding and strengthening character by unselfishly helping one another to improve their minds; they have learnt, as Carlyle put it, that "success in life depends upon the number of persons one can make oneself agreeable to", and they are making their fellow citizens feel and understand the power of Rotary by being to the forefront of every movement that is for the good of their respective communities.

When more clubs are formed, and all the clubs mark up to the standard set by these

more aggressive clubs, Rotary will burst forth upon the world like a radiant light; it will encircle the globe and help to guide our race along that way that man was intended to travel when he was put on this earth.

Some may think that this is a vision of an idle dreamer, but when we carefully consider the purpose and scope of Rotary that vision becomes a matter of substance. We are all more or less influenced by commercialism. It controls a great many of our acts. Nearly every effort that has been put forward to reform men has been directed towards taking commercialism out of our lives and destroying it. No such movement can last because we are impregnated with commercialism. It is in our homes, in the air we breathe; we can't shake it off. Reforms that succeed invariably come from within, not from without.

Rotary is part and parcel of commercial life, a force within it. Rotary will eventually press greed, avarice and sordidness out of business life because Rotarians are convincing business men that these vices don't pay, they cause wars, panics, and that sooner or later chaos will follow. And although commercialism will still continue to govern the world, Rotary will make it clean and wholesome, and as the moral tone of commercial life improves the rest of the world will improve with it.

Let us bend our efforts, at this convention, towards generating this mighty dynamic force. Our success in that direction will be measured by the amount of earnestness and sincerity that we put into our work, and when we leave this conference to go to our homes let us go with a fixed determination to teach the world that he on whom the word "Rotarian" is bestowed is like silver that bears the word "sterling"; genuine, to be taken at his face value because he rings true, and that those who barter and trade with such a man may do so with closed eyes.

The more we make our hopes, our aims and aspirations known in every quarter of the globe, the more we will get the eyes of the world fixed on our wheel; and as it revolves on its axis it will attract others as it has attracted us. The knowledge that others feel things as we feel and see them will inspire us more and more, and that spirit, that force, Rotary, ever swelling in volume and increasing in strength, will bring men and women to understand that complete comfort and lasting peace can only be got by the interchange of kind acts and worthy deeds, and the brotherhood of man will cease to be an abstract problem and will become and be the vital, pulsating thought that will animate, hold and guide the human race.

Vice-President Wm. A. Peace

WE have traveled 5,000 miles across the continent from the Dominion of Canada, the fairest jewel in the crown of the British Empire, that great mother of the nations, and we have come to accept of the hospitality, bountiful hospitality, freely given by the great sweetheart of the nations, California. You have taught us to say in all sincerity from the bottom of our hearts, "I love you, California." And, ladies and gentlemen, love is the greatest thing in the world.

But consider how great is acquaintance, one of the principles of Rotary. Love in the abstract is a beautiful thing to think about, talk about, to write poetry about, but love, which is the development of acquaintance as it is found in our Rotary movement, is a living, moving, practical thing which lifts us all up from the sordid things of life to the higher spiritual realizations which I consider are a foretaste of the life that we all hope to experience after we are through with this little life upon the earth.

Now, we have been successful in getting members of the Rotary Clubs acquainted with each other. We have been successful in getting the different Clubs acquainted with each other, and, as I can see at the present time, I think our great work now is to get the nations acquainted with each other.

Frank Mulholland only allowed me five minutes so that I do not want to transgress upon his good nature, for after hearing Higgins' speech I feel as if I should not be here at all. But as I said in Los Angeles, our hope in the East is that we will all remain strong financially and morally, so as to be enabled to send to the great West, the great State of California, sons and daughters to build up precious jewels like San Francisco, Los Angeles, San Diego, San Jose, Oakland, Stockton, Sacramento and other cities of California—to build up precious jewels in the great golden ground of this wonderful, lovable state of California.

Vice-President F. C. Riggs

IT seems a shame to put a very poor layman on this platform after listening to the splendid addresses that you have. I only want to say a word to still further emphasize, if possible, President Victor's very warm welcome to you in San Francisco, and I extend that welcome to the entire Pacific Coast. I feel that is not only my duty, but it is certainly my pleasure, to extend that welcome to you, and I hope that those of you who have come through by the Southern route will return through the northern states so that we may have the opportunity of entertaining you en route. Those who came here through the northern states and stopped at Portland, we enjoyed very much.

Without attempting to go into any of the ethical discussions, presented by the very able speakers who have preceded me, I would like to call the attention of the convention to

one point that seems to me a very practical one that the convention should handle. I refer to the idea that has been expressed to you in more or less different forms at different times in the last year or so "Once a Rotarian always a Rotarian". In my own club, we have had a great many examples of splendid men who have grown up in our organization, who have worked heart and soul for the good of the organization, but who have through some changes in business, or location, been forced out of Rotary.

It seems to me that without disturbing any of the splendid principles that we have already established in our organization that some means may be found to take care of such individual. I am pleased to see that idea meets with the reception that it does. I hope that some practical means will be found of taking care of this subject.

Vice President John E. Shelby

The following telegram from Vice-President Shelby was read:

ROTARY has already spread to such proportions, shedding its influence like a benediction over the affairs and destinies of men, as to qualify your present meeting in San Francisco as an event which

has to do not only with the lives of the present, but the unborn generations of the world. Your responsibilities, therefore are many and mighty, but with the sustaining grace of Him who gave His life that we might live, you will have the strength and light for the rendition of the service now before you.

Rotary Hospitality En Route To and From Convention

Rotary hospitality was given the acid test upon the long journeys of the delegates and visitors to and from the convention at San Francisco, and the test proved it to be pure gold. To record all of the good things said and thought by the travelers about Rotarians in the cities where they stopped off would require at least a complete issue of *THE ROTARIAN*.

San Diego and Los Angeles, at the southern end of the long Pacific Coast line, and Seattle, Portland, Tacoma, Victoria and Vancouver, at the northern end were given unusual opportunity for the display of their hospitality, as most of the visitors to San Francisco journeyed through these cities either

going or returning. Those who traveled one way by the Canadian route from the middle west were royally entertained by the cities along the way, including St. Paul, Minneapolis, Winnipeg and Calgary. Those who went across the middle of the United States had their long journey delightfully broken by most enjoyable visits in Omaha, Denver and Salt Lake City.

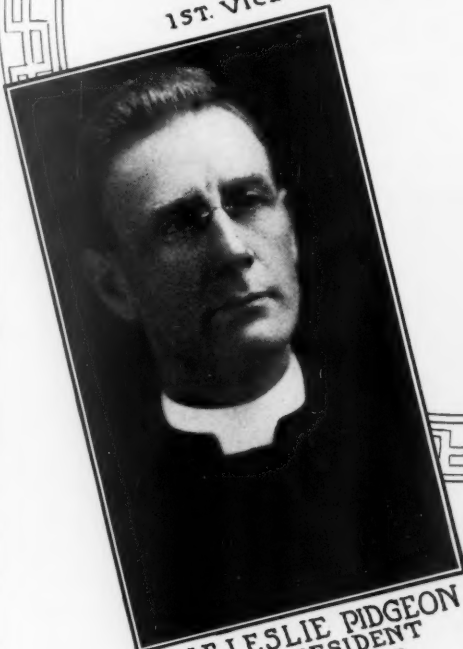
The various clubs were careful to abide by the request of the International directors that the entertainment of visiting parties should not be elaborate or extravagant, and the verdict of hosts and guests was unanimous that a better time could not have been had.



WILLIAM GETTINGER
NEW YORK
1ST. VICE PRESIDENT.



ROBERT H. CORNELL
HOUSTON.
2ND VICE PRESIDENT.



REV. E. LESLIE PIDGEON
3D. VICE PRESIDENT
VANCOUVER



ALBERT S. ADAMS
SERGEANT AT ARMS.
ATLANTA

NEW OFFICERS OF
INTERNATIONAL ASSOCIATION OF ROTARY CLUBS

For sketches see pages 253, 254, 255.



Robert H. Cornell, Houston, and Glenn C. Mead, Philadelphia, seeing the Exposition at San Francisco. (Photo by Hancock, Denver.)

Report of Committee on Philosophy and Education

Glenn C. Mead, Chairman

PRESIDENT MULHOLLAND. The next order of business is the report of the chairman of the Committee on Philosophy and Education, Glenn C. Mead.

Glenn C. Mead, Philadelphia.

Mr. Chairman, and Fellow Rotarians: If anybody came to this convention with his spear poised or his gun loaded for philosophers, I do not think he ought to point it at me—I was not on the spot at Houston when the trouble began. However, I have served with pleasure on this committee with President Emeritus Harris, Past President Greiner, Professor Lucas, and Mr. Penwarden and, in response to President Mulholland's request, it has been our pleasure to serve and assist in any way that we could.

While there was at the beginning, I thought, considerable irritation over the use of such a high-sounding phrase as philosophy and education, before the end of the year most Rotarians grasped what we were trying to get at, and the committee has no complaint whatever to make in regard to the co-operation of each and all of the clubs and all the officers gave it in this work. In fact, the last communication we addressed to the clubs, a couple of months ago, met with a very general response, and gave us a very good idea of the state of feeling in the clubs.

Probably the intent that the Houston convention had in creating our committee was that an effort be made to write down Rotary. If we succeed in answering satisfactorily the question of the man who says, "How shall I explain Rotary to a stranger?" we probably will have met all of the expectations that the Houston convention had in mind.

Before I read the committee's report let me

NOTE.—Presented to the Sixth Annual Convention, International Association of Rotary Clubs, at San Francisco, Tuesday, July 21, 1915, by Past International President Mead the attorney-at-law member of the Philadelphia Rotary Club.

present a few fugitive notes made since coming into this convention.

Referring to these topics that we have put together and sent out, I do not know whether a loss of popularity is more serious than a loss of professional reputation, or not. But one of the letters that came from the Duluth club contains this observation:

"All of the subjects given in THE ROTARIAN for discussion up to the present moment, are unique in the fact that as soon as one reads the subject given out, the answer is ready at once. It does not require argument, nor appear to have but one answer. It is there for evidence that these questions were propounded by business men to business men. The fine Italian hand of a lawyer is apparently missing."

So that we not only encounter the unpopularity which is inherent in the problem itself, but we also see our professional reputation cast into the background.

Very recently we have been in receipt of a letter in which we are informed in some such language as this:

"Knowing your willingness to take the unpopular side in the interests of the true welfare of Rotary, we would request that you interest yourself in our proposition."

I do not think, however, that those clubs who appointed local committees to deal with the subject of writing down Rotary have any regret because of the time which they gave to the subject, because however simple a given topic may seem at first glance upon this list of topics, it will bear consideration.

For instance, there is one question in this list: "Should Rotary clubs combine nationally or internationally?" As a general rule, that question was answered by a monosyllable, but one of the Duluth Rotarians wrote a most interesting article

in reference to the questions involved in that subject, involving a great deal of logic and thought. So that for the most part all of these questions will bear a considerable examination in order to get at the meat of them. It is only by getting at the meat of them that we could arrive at a conclusion satisfactory to the purposes of this effort.

Answers to Topics Submitted.

The following is a list of topics submitted to Local Club Committees on Philosophy for Discussion at one club meeting per month, 1914-15 together with summary and source of answers:

1. *Is the limitation to one representative from each line of business a permanent and indispensable feature of Rotary?*

Yes; such limitation is vital for the development of our members in service. (CINCINNATI, DAYTON, NEW YORK and nearly all the Clubs.)

2. *Should a man be selected for membership in a Rotary Club by reason of obvious potential qualifications for meeting the requirements of a good Rotarian, or should Rotary undertake to educate him in its tenets after his election?*

As Rotary has a wide field from which to select its members, broad-gauge men characterized by the spirit of service should be chosen. (PHILADELPHIA.)

3. (a) *Is the idea of business co-operation germane to Rotary?*

Yes; encouraging co-operation is the natural result of eliminating competition. (SAN FRANCISCO.)

(b) *Should it be used in endeavoring to interest men in the Club as prospective members?*

No further than to indicate that

"Rotary begets acquaintance,
Acquaintance begets friendship,
Friendship begets confidence,
Confidence begets business."

(PITTSBURGH, SAN FRANCISCO.)

4. *What is the proper return to be looked for by Rotarians in consequence of their activities on behalf of the Club and its members?*

Opportunity, acquaintance, friendship, knowledge, efficiency, business. (HOUSTON, LOUISVILLE, PHILADELPHIA.)

5. *Can the practical purpose and the altruistic ideal of Rotary be successfully combined?*

Yes; for altruism is enlightened self-interest; a man can best serve himself by serving that society upon which he is wholly dependent for everything he needs, including his chance to work and be happy. (BIRMINGHAM, ALA., DULUTH.)

6. *Is altruistic service compatible with "live wire" types of business men and capable of being practiced by any but the leisure class who have "made their stake?"*

Yes; the most active business men are not only capable of unselfish service, but are everywhere rendering it. No business man, however, is called upon to devote himself wholly to altruism; he is first of all a business man, and his plain duty is to give the most of his time and his best energy to his business. (NEW YORK.)

7. *Should Rotary Clubs combine nationally or internationally?*

Internationally; for Rotary, containing the representatives of all trade groups, is in a position to mitigate national jealousies and so serve mankind. (CALGARY, DULUTH, PITTSBURGH.)

Functions of Individual Club.

8. (a) *What are the functions of the individual Rotary Club?*

To see that its members understand Rotary principles and observe them, so that "a good Rotarian" means the same the world over. To bring all its members into the closest acquaintance and give them all something to do in the Club work and programs. To pay especial attention to local business interests, to support worthy civic movements and to maintain a lively interest in the public welfare. (DES MOINES, DULUTH.)

(b) *What are the functions of the International Association of Rotary Clubs?*

To spread the gospel of Rotary; to study the larger questions and problems of business; to serve as a clearing house of Rotary's ethics and ideals of business; to encourage and bring about the closest possible relations between the clubs and the members of different clubs. (NEW YORK.)

9. (a) *How can the International Association best help the individual club?*

By disseminating the meritorious practices and ideas of the different clubs for the benefit of all; by arranging to have all clubs visited frequently by International Officers; by making *The Rotarian* a great magazine for business men. (DULUTH.)

(b) *How can the individual club best help the International Association?*

By transacting its business with the International Association headquarters promptly and in a business-like manner; by reporting regularly to headquarters its worthy and successful activities; by seeing to it that its members support *The Rotarian* and read it. (BOSTON.)

10. (a) *Wherein are the spirit and purpose of a Rotary Club different from those of trade organizations?*

Rotary represents all trades, whereas "trade organizations" represent one trade each, or at most, kindred trades. Rotary studies the problems of all businesses and all business problems, while a trade organization is concerned with the questions of limited scope and application in the business field. Rotary is broader and more unselfish. (DULUTH, NEW YORK.)

(b) *Wherein are they different from those of fraternal organizations?*

Rotary may be called the Fraternal Order of Business. Rotary is composed of men of affairs rather than men in short term employment. Men join Rotary to help—they join fraternal orders to be helped. Rotary has no secrets, pledges, oaths, ritual or obligations, nor does it pay sick or death benefits. (DULUTH, NEW YORK.)

Principals that are Fixed.

11. (a) *What principles have become fixed and established in Rotary?*

One representative from each legitimate business and profession; every member a leader in the line he represents; commercial honesty and efficiency; no political activities; every business a science; continual self-development of members; faith in service; business is the servant of the public; development of the spirit of service in business men; acquaintance scientized; character in business. (CLEVELAND, INDIANAPOLIS, PHILADELPHIA, SAGINAW.)

(b) *What new principles are growing up in Rotary?*

A broader conception of the meaning and application of service—service for service's sake and not for gain, fame or praise. Profits in business should be fair and reasonable, and not sought or taken on the basis of "as much as the traffic will bear." (SIOUX CITY.)

Rotary is coming to be recognized as a parliament of business, whose members can and should convey the wholesome principles of Rotary to the various trade groups, thus rendering service to the entire business world. (BIRMINGHAM, ALA.)

(c) *What other principles might properly be adopted by Rotary, having regard to its greatest strength and usefulness in the future?*

Extension of Rotarian influence beyond the ranks of Rotary. (NEW YORK, SEATTLE.) Encouragement of trade schools, continuation and vocational schools. (NEW YORK.) Encouragement of civic work by International Association. (KANSAS CITY, SOUTH BEND.)

12. *Rotary is the philosophy of business and the inspiration of the business man.*

Business is an opportunity for service, which, being honestly and efficiently rendered, brings success. Rotary, as a particular exponent of these ideas, contributes to the uplift of all business and inspires all business men. (CINCINNATI, JACKSONVILLE, TACOMA, WASHINGTON.)

Now, this committee is called the Committee on Philosophy and Education. In my remarks I will clear up the last end of it first, namely, education. This paper that has been distributed to you here in this convention is supposed to be the committee's efforts at complying with the suggestion in the term education. You will observe that those twelve topics sent out to the clubs are contained upon this paper and that each one has a summary of answers received. Our committee received a great many papers of high excellence, but it was impossible to cover the ground that those papers covered in a report within a reasonable time limit. Therefore we have boiled down the answers in those papers—boiled them down pretty low, so as to give you just a glimpse of the answers that came from the clubs to us.

Many Papers Received.

I am quite sure that the real purpose of this work this year in writing down Rotary cannot be distasteful to Rotarians. If there is any city in the United States where difficulty might be found and met with in dealing in Rotary in that high sense, it would probably be the City of New York, and yet from the New York club we received forty-two splendid papers, so carefully prepared, that if we

had the power, we would confer the degree of Doctor of Philosophy on William Gettinger, who inspired the club to follow his suggestions and write these articles.

You will find, therefore, a summary of all the answers received from the clubs on this paper, and we will call them the Educational part of our contribution to the subject before this convention for deliberation.

One Rotarian has said that these questions and answers seem to him to be valuable as a sort of chart or suggestive paper to be used in the future. And therefore you may find the greatest value in these answers by going over them when you get back to your home, when you are asked to solve some of these questions or answers. You cannot get the full value out of these answers simply by going over the words. No doubt you will be puzzled in some cases to know just how a certain club arrived at a certain answer. There is an advantage that may be derived from that, in that it may cause the appointment of a committee, or a request from your board of directors to solve it, which will cause thinking in regard to how that particular topic was treated by some club.

We have also indicated the source of these answers in parenthesis at the end of the answers, for two purposes, namely, to give recognition to the clubs that had interested themselves enough to write articles, and second, to supply you with the source of information in case, for any reason whatever, you desired to pursue the question any further.

We trust this data may prove of some value to Rotarians and officers of clubs in the form we have presented it to you. We do not pretend to have you believe, or encourage you to believe, that a hasty glance at it, running it over with your eye in the rush of a convention, will do very much good. The chief value of these questions and answers must come from a more careful observation of them. Therefore, we hope you will preserve them and take them back home to our clubs.

Now, we will take up the philosophy of Rotary. As I have already indicated to you, we were endeavoring to arrive at a practical means of writing down Rotary. We were not engaged in a difficult search, something apart from the practical purposes and ideals of the organizations to which we belong.

The Des Moines report which was a most commendable contribution and one that was a great help to us says that the main thing in the Rotary club is acquaintance. Our committee consider that acquaintance is merely the setting, the gold band or ring, and that the jewel of service is the real kernel of Rotary. We do not therefore agree that acquaintance is the main thing. It is the channel, the conduit. The fellowship of acquaintance is a big help; it is the more pleasant for everybody, that fellowship exists. But we believe that Rotary stands for a great deal more than mere fellowship, or more than can be expressed by the term good fellowship, fellowship or acquaintance.

We were not, of course, looking for Rotary clubs or Rotarians to agree with this committee, but, for the most part, this report that is here presented to-day is a mirroring before your eyes in this convention of what Rotarians are thinking and saying.

You all saw a printed report earlier in the year that came out from the Rotary Club of Birmingham, Alabama. That report was an advanced report. Those of you who read it carefully will

comprehend the meaning of my statement in that respect. Our committee does not speak from the advanced position of the Birmingham club, yet that club has indulged in a great deal of discussion that was a valuable help to this committee, and a great credit to the Committee on Philosophy of the Birmingham club.

How to Explain Rotary.

When my fellow member says to me, "How do you explain Rotary to a stranger?" I answer him by saying, "A Rotary Club is an organization of business men that seeks to accomplish economic objects in an altruistic spirit; that seeks to influence the conduct of business along the lines of Christian teaching and social justice."

Rotary has two sides, the economic and the altruistic; the economic is best revealed in the operation of the local club, while the altruistic comes out most strongly in the work of the International Association, through THE ROTARIAN and through the annual conventions. Now, there is considerable difference of opinion on the proper extent of the International Association activities; some men believe that THE ROTARIAN in its present size and style is unnecessary and extravagant, and that annual conventions are unnecessary. It may be that THE ROTARIAN has not yet found itself, that it has not struck its gait, but nevertheless it is a rather remarkable magazine and a little patience on our part is likely to be rewarded by seeing our magazine become a powerful engine of Rotarian truth, and a most effective medium for the expression of our principles. It is conceivable that this magazine might become one of the most potent and influential magazines printed.

I want to announce that the text of this report merely develops the concrete statement that Rotary has two purposes, or rather, that it has an economic purpose which it accomplishes in an altruistic spirit, and the economic objects of Rotary are developed most effectively, and are most correctly revealed by the operation of the club, and that the altruistic spirit of Rotary is presented to us through the Rotarian magazine and through our annual conventions.

Now, a condition which hardly amounts to a difference of opinion exists among Rotarians, and that condition is this: That those men whom you might call dreamers, or men with an imagination, are a little disinclined to dwell upon the money-making side of a business man's organization; then also on the other hand, the dreamers or the men of imagination, in seeing the possibilities in Rotary, are a little bit ahead of the men who are business men, and who come into a club believing it to be a business organization. Those two points have resulted in raising an issue which is absolutely absurd, and entirely unnecessary, because, as Mr. Higgins said here yesterday, nobody wants to run away from commercialism. Of course, this is a commercial age, a commercial civilization, and a business man's organization must necessarily be interested in commerce, trade and business. There is no reason why dreamers in Rotary should not consider its possibilities. And there is no reason at all why we should feel backward about considering the economic side of Rotary.

In the operation of the local club, a consideration of all of these matters cannot be the nature of highbrow stuff, as it has sometimes been termed. Therefore, my text is this,

that this organization of business men seeks to accomplish economic objects in an altruistic spirit. All men, from a business point of view, concede that Rotary has a great spirit, because the spirit of Rotary is a very important part of our acts. If a man does you a wrong and apologizes in a surly manner, the spirit of it destroys the apology. If he apologizes in contrition, and in the spirit of righting your wrong so far as he can, the object of the apology is fulfilled.

Whatever our activities in Rotary are, as mere tangible acts, you can view in the work of the local club, but they do not amount to much unless they have been performed in the right spirit.

The advanced thinkers are thinking more of the spirit of Rotary, while other men are thinking more about the acts and work of the local club, but both are essential to Rotary, and you cannot get along without either one of them.

I will now proceed with the reading of the report of the Committee.

The Report:

Mr. President: Your committee on Philosophy and Education submits the following report:

The help received from the many clear and earnest thinkers in Rotary to whom this Committee is indebted for anything good that may be found in this report makes it appropriate at the outset to quote a few familiar lines from Kipling:

*When 'omer smote 'is bloomin' lyre,
He'd 'eard men sing by land and sea;
An' what he thought 'e might require,
'e went an' took—the same as me!*

*The market-girls an' fishermen,
The shepherds an' the sailors, too,
They 'eard old songs turn up again,
But kep' it quiet—same as you!*

*They knew 'e stole, 'e knew they knowed.
They didn't tell, nor make a fuss,
But winked at 'omer down the road,
An' 'e winked back—the same as us!*

Of the Nature and Origin of Rotary.

Rotary deals primarily with business and business men. It is an organization of business men and has endeavored to treat problems of business in a way that will be both interesting and helpful to business men of all types.

Now a business man is one engaged in the production or distribution of one or more of the countless commodities entering into use by mankind. Transportation and communication have developed in such a miraculous manner as almost to bring the ends of the earth together and enlarge the market and the number of customers a million-fold. Where the number of purchasers has been so enormously increased and the mechanical agencies of production ingeniously developed and multiplied, it has become possible for business to separate into countless specialized branches, each of which finds the market sufficiently large and growing to maintain it successfully and with increasing prosperity.

A few hundred years ago it would probably have been difficult to find fifty distinct classifications as the basis of a Rotary Club, and a century ago a Rotary Club of one hundred members would no doubt have very nearly exhausted the list of distinct lines of business. Today we are not surprised to find over four hundred distinct lines of business

represented in the Rotary Club of Buffalo, and we are reliably informed that there are over eight hundred available and appropriate classifications in the City of New York. Each of these numerous business lines—some new and some old—some handed down from father to son for several generations, some organized on an equally large scale within the last six months in consequence of extraordinary conditions created by the European War—each of them is the result of the exercise of the highest intelligence and integrity, of the virtues and habits upon which alone all worthy business success rests.

Economy, self-denial, patience, industry, application, study, enterprise, ingenuity, courage, foresight, honesty and fair dealing, uniting in the character and personality of men and often practiced persistently through generations constitute the moral elements upon which business houses and established concerns rest.

Who is there to say that business is without character? It is not too much to say that the very existence of a successful business is positive indication of the existence of the highest kind of character. Emerson has said that "Business is Character," and when we stop to consider that more than 80% of business ventures fail, we can readily perceive that the substantial, established concerns that have weathered the storms must be founded in the bed-rock of character; this is the material of which Rotary Clubs are builded.

If the process of division and sub-division of business which specialization has created has rendered the growth of Rotary Clubs easy and natural by reason of the large number of lines of business to be drawn from, the Rotary Club in return has supplied the business man with the means of liberating himself from the narrowness, monotony and mental stagnation that are the penalties of highly specialized occupations.

You all are familiar with the story of the mechanic who applied for a position, bearing high testimonials and having a record of continuous employment in one factory for many years; the shop-foreman to whom he applied, being in need of an all-around mechanic with plenty of ingenuity and resourcefulness, endeavored to find out how varied the labor and experience of the applicant had been, and said:

"How long were you at your last place?"

"Twelve years, sir, never missed a day."

"Were you on inside work?"

"Yes, sir, in the shop, same job all the time."

"What was your work all these twelve years?"

"Cutting the thread in nut No. 9."

The increase of specialization leads both workman and employer away from a refreshing variety of the labors of hand and brain, and down an ever-narrowing path of acts, thoughts and mental reactions, ceaselessly repeated until he is almost a captive. Deliverance for the employer is found in Rotary. Those who seek that deliverance and who avail themselves of it, are the men who have made Rotary; they are for the most part the younger business men in a community, men of energy, of action, progressive in thought and method, men to whom the new ideas of this new century are welcome, who know that the law of existence for business, for life, for civilization is "Go ahead!"

Rotary came too late to comprise within its membership the patriarchs of business in this age, but if we miss their rich experience and wisdom we

also are unhampered by their adherence to obsolete ideas and ancient prejudices; for the wealth and notoriety of the multi-millionaire we would not exchange the vigor, the ardent optimism, the loftier purposes and thoughts, the confidence in the future and the faith in the new gospel of business, which the younger business man possesses.

Growth of Rotary.

In the brief but brilliant career of Rotary there is evidence aplenty not only of the youthful vigor of its members, but of that divine unrest that has ever urged men on to higher and better things. No sooner had sixteen clubs come into existence than it occurred to them to associate themselves together into a National Association, and no sooner had that Association grown within two years to contain three times its original number of clubs, than it proclaimed its broad and enlightened principles to the whole world of business by expanding into an International Association, whose twenty clubs today in Canada, Great Britain and Ireland are sterling business organizations, alike a credit and a tribute to Rotary.

This very year of Rotarian activity, drawing to a close with the present convention, has been signalized by a widespread discussion and agitation over the subject of still further extending Rotarian influence by the plan of "Greater Rotary," put forward for consideration last fall by E. L. Skeel of Seattle. In fact, the period of Rotary's least activity was the first five years of its existence, from February, 1905, to August, 1910, within which time but sixteen clubs came into existence; these pioneers in Rotarian discovery, under the leadership of the Chicago Club, organized the National Association of Rotary Clubs August 17, 1910, which became two years later at Duluth the International Association. During less than five years since the union of the clubs, Rotary has spread across the seas and beheld its ranks increased by 160 clubs; in other words, the ratio of increase of the last five years of Rotary's existence has been 1000 per cent, as compared with the first five years, during which the clubs were isolated atoms, not joined by any bond save that of name.

And here today are we gathered together in this splendid convention, delegates and representatives of nearly 200 clubs scattered broadcast over the face of the earth, and of 20,000 Rotarians who stand in the forefront of the armies of useful, peaceful, profitable toil, the armies of Christian civilization, the benefactors and support of humanity.

Formation of Club.

It has been said that the primary purpose of Rotary is the development of the spirit of service; for this reason men should be selected for membership in a Rotary Club, who are likely to enter into its spirit and activities with genuine enthusiasm; about the last man on earth to be elected to a Rotary Club is the man who, in his dense ignorance of Rotary, seeks membership therein merely to hold the line for his concern and keep his competitors out.

Being elected to a Rotary Club, a man has immediately the duty and the opportunity of deriving invaluable business knowledge and information from the talks, addresses and discussions that have been carefully provided for every club meeting and of studying the science of business with men who have seen business in a hundred different ways from himself; he has the further opportunity of ac-

quainting his fellow-members with his own business, its character and achievements, by taking the platform himself in turn and contributing his knowledge and experience to the common fund. If he is a diffident and retiring man, this is a duty that makes for personal development in him as well as for bringing his concern to the favorable consideration of the rest of the Club.

It goes without saying, and our regulations usually provide, that only respectable and legitimate lines of business shall be represented in our clubs; in an age remarkable for its extensive division and sub-division of labor and business, the number of high-grade, honorable and substantial business lines is plenty large enough to make a good-sized Rotary Club anywhere; very little trouble, if any, has ever arisen in Rotary from a disregard of this fundamental requirement of organization.

As regards the concern itself, whose member is proposed for the club, it should stand high in the esteem of the trade, possess character and have a satisfactory commercial rating; but the mere fact that it occupies a high or even the highest position in its line does not warrant its being represented in Rotary unless it has an officer or firm member who measures up to the requirements of Rotarian service, and will, if elected, prove a useful and faithful member of the club.

Character of Rotary.

For what do Rotary clubs stand? For what does the International Association of Rotary Clubs stand? What are their purposes and principles? What is Rotary? Is a Rotary Club merely a fellowship club that creates and promotes sociability? If that is the answer, then of course there is no need for an International Association, and there is no such thing as a Rotary movement or Rotarian activity, for sociability is already pretty well provided for by scores of clubs of one kind or another organized for that purpose. Is a Rotary club an order-getting device, operating on the primitive plan of "You scratch my back, and I'll scratch yours?" If so, then there is no need for an International Association of Back-Scratchers, inasmuch as an itchy back is surely a local condition that cannot be relieved by suggestion at long range.

A San Francisco Rotarian has said that Rotary is a state of mind, and your Committee are inclined to endorse that proposition. For that reason we do not feel that rigid definition or dogmatic declaration of Rotarian doctrine would serve any useful purpose other than mental gymnastics or ingenious dialectics.

Rotary is distinctly a big proposition, big in size, big in strength, big in influence, big in spirit, big in possibilities, big in opportunity. Far be it from this Committee to attempt to bottle up the elixir of Rotary in standard two-ounce bottles for use by all kinds of people, for all kinds of ailments, in all kinds of climates. Rotary is not a prescription or a recipe, not a ritual nor a catechism, and that it is good for a great deal more than any of these is proven by the distance it has already covered in a decade of time and the commanding position it has occupied in the world of affairs. Nobody would desire that the usefulness of Rotary should be checked or limited by the restrictions of severe definition. When Paul Harris first conceived the value of organizing business men on the basis of one representative from each line, he hit upon a plan hitherto undiscovered, and of unusual power, but he would probably say in the words of Sir Isaac Newton that he had merely turned up by

chance a bright pebble on the shore of the boundless ocean of Truth.

We are not, therefore, setting ourselves the hopeless task of fencing off the edge of Rotary's broad waters of establishing an artificial half-mile limit, beyond which Rotarians are forbidden to go; on the contrary, the unexplored seas of Rotarian knowledge and truth are forever open and free to the boldest and most daring navigator; your committee merely seeks to hand you a chart and compass, by no means perfect, but adjusted and brought down to date, for the great voyage upon which we are embarked.

Two Phases of Rotary.

In analyzing Rotary, two phases of its development and activity stand out with great clearness, first the money-making or economic, and second the ethical and altruistic. Historically, the economic side of Rotary was the first to be developed; it characterized and completely dominated that earlier Rotary which existed from 1905 to 1910. The altruistic side of Rotary began to develop shortly after the formation of the National Association of Rotary Clubs, when Rotary acquired national importance and found itself unexpectedly assigned to a heavier role in the great drama of business than it had hitherto played.

It happens, therefore, that the historical sequence in the evolution of Rotary is preserved in the way in which its two great functions are performed; for the local club continues to be concerned chiefly with activities that are economic in character, while the International Association is best formed and equipped to present to the world Rotary's conception of the duties of business and the business man.

The economic side of Rotary deals with money-making, not in a sordid sense, however, but as a thoro science; an exceptional opportunity for acquaintance-making is afforded, an even more exceptional opportunity for learning facts concerning many successful businesses and the causes of their success. Business requires constant study and close attention on its economic side, and a Rotary club, by its frequent and purposeful meetings, supplies a most practical course in the science of business and the science of economics as applied thereto—a systematic course ready to hand and presented in most attractive ways among the most congenial surroundings and companionship. It is therefore in the broadest sense that we apply the term "economic" to the great and important phase of Rotary worked out by individual clubs.

The natural and logical order has been followed in the expansion of Rotary—for there must be business before there is business science or business ethics. Poor Richard has told us that "It is hard for an empty bag to stand upright," and accordingly Rotary has given its first attention to filling the bag. This is highly proper, for the usefulness of men depends in large measure upon the resources at their command for the support of themselves and their families; with increasing resources goes increased opportunity for usefulness. Therefore, capacity and ability to make a good living and actually making it are the very basis, the *sine qua non*, that must precede all altruistic effort. Rotary seeks in practical ways to make its members more competent and efficient in business and to enlarge the field of their acquaintance and business activity.

This economic function is performed for the most part by the individual Rotary Club, whose

plan of organization by one representative from each distinct business and profession has proven itself efficacious in many ways; it invariably arrests the attention because of its uniqueness and comprehensiveness; it stimulates each member of the Club to zealous activity and commands today the interest and respect of numerous business communities.

In addition to its present-day activities, the Rotary Club, as a correct and complete representative of all business, holds in suspension many functions which such a truly representative body may hereafter be called upon to exercise on behalf of business generally at any suitable opportunity and as occasion may demand. To attain this position as a correct and recognized exponent of business, it is only necessary that Rotary shall run broad-gauge and not close its eyes to the opportunities spread before it.

Economic Side.

Along lines of careful selection we have constructed the most interesting, energetic and truly representative business organization of the day, that seeks on broad and rational lines to make its members more efficient, more useful and thereby more successful; an organization that reflects credit on the community in which it exists and on business and business men. It is dedicated to work and to efficient work, of which Lecky has said that "work is necessary both to happiness and to character, and experience shows that it most frequently attains its full concentration and continuity when it is professional, or, in other words, money-making.

There is no reason why Rotarians or any other group of business men should be ashamed of their interest in money-making, for the writer just quoted has observed that "money-making in some form is the main occupation of the great majority of men, but is usually as a means to an end. It is to acquire the means of livelihood, or the means of maintaining or improving a social position, or the means of providing as they think fit for the children who are to succeed them."

On this subject Sir Henry Taylor, in his "Notes on Life," said: "So manifold are the bearings of money upon the lives and characters of mankind, that an insight which would search out the life of a man in his pecuniary relations would penetrate into almost every cranny of his nature. He who knows, like St. Paul, both how to spare and how to abound has a great knowledge, for if we take account of all the virtues with which money is mixed up—honesty, justice, generosity, charity, frugality, forethought, self-sacrifice, and of their correlated vices, it is a knowledge which goes near

to cover the length and breadth of humanity, and a right measure in getting, saving, spending, giving, taking, lending, borrowing and bequeathing, would almost argue a perfect man."

We do not, therefore, hesitate to emphasize the importance of the economic side of Rotary, the side that has to do with making money, and to which especially the local club devotes its attention, but we believe that Rotary treats this matter of money-making in a broad way as part of the science of business and endeavors to be a progressive educator and not a coupon exchange; having been given an important part to play in the business affairs of this age, Rotary strives to be equal to the part and merit the applause of all just men inside or outside of Rotary.

Evolution of Rotary.

We have seen Rotary develop from a little local reciprocal helpfulness in the beginning to a point where it promises to become a great movement of genuine altruism; yet it would be shutting our

eyes to obvious facts to assert that all of our members or all of our clubs are interested in this latter phase of Rotarian activity and opportunity. During the past year we have definitely determined not to remove the membership restriction, but to continue the organization on a basis of one representative only from each line. The decision was wisely made, but it does not dispose of the question of "Greater Rotary," for greatness is not so much a matter of numbers as of spirit; the Spartans at Thermopylae were a handful against a host, but their spirit has inspired the ages.

The spirit of Rotary has been expressed in three words—Service not Self—and if these

words have their face value they mean serving others rather than one's self, which is the essence of Christ's teachings. The literature of Rotary is filled with this interpretation of our motto, and many have said that Rotary is Christianity applied to business; the leading editorial in this year's anniversary number of *The Rotarian*, written by an active and successful merchant, opens with the words "Rotary is pure, unadulterated Christian doctrine put into business practice." Now it is a very far cry from this enlightened understanding of the spirit of Rotary to the narrow conception of those who would consider Rotary as nothing beyond a trade-hunting organization, whose slogan of service means good service in business (which slogan, by the way, is in general use outside of Rotary and is in no sense an exclusively Rotarian idea); to them the motto of Rotary—Service not Self—has no meaning beyond the diplomatic trade compliment that "the customer is always right." But if, as some contend, this idea is all there is to Rotary, a great many of us have been victims of a delusion



Guy Gundaker, Philadelphia, Glenn C. Mead, Philadelphia, Robert H. Cornell, Houston. (Photo by Hancock, Denver.)

and much that has been written and said of Rotary is hypocrisy, and the sooner we take down our high-sounding mottoes of Service and dress our windows with souvenirs, bargains and "fire sales," the sooner we shall cease to beguile ourselves and others.

Whether or not Rotary has a function and work to perform in the uplifting of business and the advancement of altruism is a fundamental question, the answer to which should not be postponed; it is altogether likely that this convention will dispose of it in clear and unequivocal terms, and on the decision reached depends the future of the International Association. For as the economic side of Rotary is most effectively developed and worked out in the local clubs, so is the altruistic and spiritual side best and most appropriately developed by the International Association, with its freedom from local problems, its close touch with the whole world of Rotary and business, and its attractive and effective magazine, capable of speaking in trumpet tones to a constituency as extensive as business itself.

Unless Rotary has a message for all business and all business men, whether outside or inside of Rotary, unless Rotary stands for Service all around, to the world, to humanity, then it certainly has no need to maintain an expensive International Association, a monthly magazine of over 100 pages and elaborate annual conventions. The strictly local club needs do not call for any such extensive and intricate machinery.

Altruistic Side.

In view of these things, there are not a few men in Rotary who will say, Why should the International Association be continued on its present scale of extensiveness and cost? Let us try to answer this question: We believe that Rotary is a big proposition, a leader in the life, thought and business of the century, capable of rendering inestimable services to the business life and to society, and you can not perform any such services by withdrawing into the shell of a local boost club organization.

To do its appointed task, International Rotary requires the active backing, moral and financial support of every man in the ranks, and one of the biggest problems confronting our officers and directors and all who have the cause of Rotary close to their hearts, is to arouse the interest and secure the help of every living Rotarian in all the activities and opportunities of the International Association.

The men who are not interested in the philosophy of Rotary are the men who seldom or never read THE ROTARIAN, who have never attended an annual convention and thrilled with the enthusiasm of its fellowship and aspiration. To them, no doubt, it seems rash for Rotary to add to its present somewhat ambiguous motto of "Service," the concrete texts of "Apply the Golden Rule in Business," "Practice your Ideals in Business," and "Business the Leader and Servant of Society"; yet the program has wisdom and good sense behind it, and, as Ben Franklin would say, "It is the best policy." The experience of the last twenty-five years has shown the folly, the loss, the ruin of keeping business and ethics separated, or at least permitting the impression to prevail that they are separated. If the gospel of Rotary had prevailed heretofore and organized business had held its representatives up to the high plane that Rotary demands, the trail of graft would

not lie across so many fields of enterprise, business would not have been hampered and humiliated by relentless investigation and persecution, the term "corrupt business" would never have been coined, and business would never have been made the partner, the football, the plaything of politics.

The lesson has been burned into the soul of business, and countless high-minded business men have been stung to the quick and smart under the grave charge that business is ruthless and unscrupulous. It must never be made again—hereafter business must do its own house-cleaning and set its establishment in proper order. Forewarned is forearmed, and business is certain to protect itself for all time to come from being again made the target for every Tom, Dick and Harry of a politician, agitator or muck-raker. Business is the basis of our civilization and society, and around it the lives of most of us revolve. Shall business hold the primacy in the social order it has created, or be the dumb, driven animal of groups of cunning statesmen, politicians and public adventurers?

The influence of business men ought to be paramount in the world, for business is the natural leader of our society and civilization which it finances, but its ascendancy will not be maintained merely because it holds the purse-strings; it must help and not hinder the realization of the best ideals of the race; that is Business Uplift, towards which Rotary seeks to do its part—that is the big service that Rotary would render in the name of business sagacity, business leadership, business duty and business honor; in that big endeavor for the good of all business lies the opportunity of International Rotary. Will it be allowed to use the opportunity?

On its altruistic side Rotary strives to create a spirit of broad sympathy, of generous fellowship, of loyal service to others, *all* others. Is this worth attempting, worth doing? Was it not worth while for Franklin to inculcate the spirit of thrift in our people? Was it not worth while for Washington, Grant and Lee, valiant leaders in irrepressible conflicts, to exhort us to cultivate abhorrence of war and love of peace, so that we of a later generation are not easily provoked or rash to draw the sword? Was it not worth while for Lincoln to banish hate from the hearts of his countrymen by the immortal words: "With malice towards none, and with charity for all"?

Taking these and many other examples of how a right spirit has been created among men, is it not worth our while to create a spirit of service and co-operation in business that perchance in some tremendous hour of social unrest and industrial turmoil, may save the day for home, for country, for humanity? Can we not give to business and the business life a high ideal of service to our fellowmen? Can we not practicalize that ideal? Is it not worth while for Rotary to lead in creating such a spirit among business men?

Out of our own abundance we Rotarians have contributed much to charity, to the support of public institutions, in aid of public improvements and to relieve distress. Can we not give to business and the business life an ideal of service to mankind? Haven't we in fact already set up such an ideal? Can we not practicalize that ideal? Are not Rotarians men of action and courage, men who take their beliefs and ideals seriously? Are they not the men to lead the Business Uplift and not just go along with it?

Because the altruistic side of Rotary is con-

cerned not with money-making, but with creating the spirit of service therein, is surely no reason for its rejection by Rotarians. Is there to be no soul in this industrial and commercial colossus of the twentieth century? Then, indeed, must its feet be made of clay. In the United States we do not quote the Treasury balance or the revenue receipts to inspire our countrymen with patriotism, but direct our appeal to the "Spirit of '76." It is the spirit of liberty, the spirit of self-sacrifice, the spirit of tolerance, the spirit of enterprise that tell the story of social evolution. It is not the cotton fields or mills that have transformed the land of Dixie, much less the railroads, it is the buoyant spirit of the new South. Neither have mines and climate made California, but the spirit of her people, the masterful spirit of the West. And it is more of things of the spirit than of dollars that it is written, "Cast your bread upon the waters, and it will return to you after many days."

Can Rotary aid in creating and spreading in business and among business men a broad spirit of Service, based upon social justice and Christian charity?

If it can, it ought to do it; and this report emphasizes the fact that in the International Association Rotary has a useful and powerful instrumentality for creating the right spirit of Service among business men; with this force and the force emanating from the example of a host of great clubs, Rotary indeed is capable of making the world a better place to live in and to make a living in.

Conclusion.

This report has endeavored to present Rotary as it exists today, in the formative period, when its character is being made and moulded. There are plainly in view before us the two aspects of Rotarian thought and activity, namely the economic looking to the welfare of the individual; the altruistic, looking to the welfare of mankind; we see no conflict between these two phases that stand out so clearly in the light of the rising sun, but a natural and logical connection between the two, for economic order and stability are the basis of society and altruism the spirit of brotherhood inspired by God himself, which dignifies, exalts and makes worthy man's efforts and insures their permanence. Rotary proclaims that the practical and the ideal are not repugnant, and that the most practical of all mankind—the business man—has the loftiest ideals and takes them with him in his every-day affairs.

Is there a Rotarian who would want Rotary to repudiate its belief in the congeniality and harmony of the practical and the ideal in this work-a-day world? Is there any one who says it is impossible to practicalize our ideals? Is there a Rotarian

who objects to the application of the Golden Rule in business? Is there any one who says that the ideal or altruistic side of Rotary is "high brow stuff," and that the Sermon on the Mount has no place in business?

Perhaps the best answer to all this skepticism is that made to the man who cynically observed concerning the war in Europe that it showed that Christianity was an utter failure, to which the reply was made that you can not properly say that something has failed when it has never been tried. Rotary is an optimist and proposes to try.

The astonishing growth of Rotary in ten years justifies the greatest confidence in its future, and men who prophesy a world-wide influence are by no means to be set down as dreamers. Enough dreams have already come true in Rotary to hearten us greatly, to strengthen our belief in a wonderful career for Rotary, to warn us against any action or course which might cripple the cause. The foresight which Rotarians exhibit in practical matters must not be denied in the shaping of Rotary's destiny. This great and epoch-making convention furnishes an impressive lesson in the matter of planning wisely for the future. As far back as the Portland convention in 1911 the California delegations delivered that magic invitation—"San Francisco wants you in 1915," and the message has rung in our ears ever since like music, until today the dream has come true even beyond our expectations, and you and I and all of us are struggling to take full advantage of the opportunities of this convention, so that nothing may be missed or slighted.

Under such circumstances it is unthinkable that we should take any other course except that which keeps the door of the future wide open for great usefulness and service.

As in the past we listened to the call of "San Francisco wants you in 1915," so let us hearken to the higher call to service which falls unmistakably today upon the ear of Rotary—"The world wants you—the world wants you." As each convention surpasses those that preceded it, so let the years bring an overflowing and ever-increasing measure of usefulness and achievement. Never stopping content with what has been done, never losing our vision of what Rotary can do and be, let us write in bold characters over the door of Rotary those lines of Oliver Wendell Holmes:

*Build thee more stately mansions, Oh my soul,
As the passing seasons roll;
Leave thy low-vaulted past!
Let each new temple, nobler than the last,
Shut thee from Heaven by a dome more vast,
Till thou at length art free,
Leaving thy outgrown shell by life's unresting sea!*

Discussion of the Report

PRESIDENT MULHOLLAND: Now this report is open for discussion. What is your pleasure?

Rotarian E. L. Pidgeon (Vancouver).

Mr. Chairman and Rotarians:

Let me say, Mr. Chairman, when I enter upon this discussion, I do not pretend by any means to be a Solomon, or anything like that. I have given the subject of the philosophy that underlies Rotary some time and some thought, and I prepared a paper for my own club along that very line. I will

just give you the dry bones, or at least a part of that, because I have only five minutes at my disposal to give you what took me from half to three-quarters of an hour.

In the first place, allow me to explain what I mean by "philosophy," for that is one thing that I do not think has been made clear. What is meant by philosophy is merely to attempt to get a universal explanation of things; to analyze the universe down to the dust that it is made of, and

analyze it down until you get to that which cannot be explained by anything but itself; and then you get down to the very basic initial stuff out of which the universe is made.

When you get down to the stuff of which the universe is made, then you are a materialist.

When you get down to the very unity of thought you are an idealist.

Therefore, we want to get down to that basic work and analyze all the differences. Analyze them until you can analyze them no further, and that then is the rock bottom stuff from which you start; and there you have got the philosophy of Rotary.

Some people have spoken on the philosophy of Rotary as if it were a question whether it had philosophy or not. Others have spoken as if they meant to have us think that, if there were a philosophy, then that would move it from the sphere of the practical and the useful. Now, let me say, Mr. Chairman, that every community must have a philosophy, and every man must have the coalescent principles by which he works, and in obedience to which he does all that he does do; and so with philosophy we make it as idealistic as we can. It seems to me that some of the basic principles that underlie Rotary should be taken by the Rotarians and should be distributed to society.

When you get right down to the philosophy of Rotary, right down to its meaning, it is "service." I do not think it is possible to say too much about the wisdom of individual self giving to society, or what a man gives in service. There is a great truth that "he that loseth his life shall find it." I do not overlook the fact that the last thing that is said there is, "He shall find it." But he should find himself through service for others.

Kipling, in his "Forest and the Jungle," shows that the wolves were united. You cannot have a strong pack except through the strong wolves that make the pack; and the thought that I want to convey to you is that the member should not think of his own strength except in its relation to the pack.

Now in this organization we are not going to take men who are running businesses into bankruptcy. We have got to have men who are strong and show loyalty to their society and through their society they are strong.

The next point is this: Does Rotary seek to express that idea of service to society? A number of us have gathered together as disciples of a certain idea, and we believe that the spreading of this idea is for society's welfare. Therefore, we look over all these various classes and choose out here and there men who seem to be apt disciples of that idea to study it with us, and then to be missionaries of that idea to their own classes, when they have mastered it for themselves. Now, that to me is just what Rotary means, and it is in that sense and that sense alone that it is truly representative.

In my closing sentences, Mr. Chairman, let me explain to you what I consider to be the great task of Rotary. This task is first to find men in every calling who are true representatives and apt students of that idea. They are not graduates, but they are students, and men who will be so inspired by that idea and feel its power that they will be willing to gather together thus and study out that idea of service and analyze all that we endeavor to do.

Then there is another thing, and let me say that I believe that this is the most difficult task that

lies before Rotary today, and that is not only to explain to the men the principles and to bring them to be students of Rotary for the mastery of their own mind, but to bring them or to teach or to train them to love and strive for that which they intelligently approve.

A DELEGATE: May I ask that the unanimous consent of the convention be given so that the time of this gentleman be extended for now we are learning literally something of philosophy.

PRESIDENT MULHOLLAND: As I expect the speaker has taken a large speech and shortened it, it would be very hard for him to start over again and fill in the places that he has left out. The subject is still open for discussion.

Rotarian Augustus Koenig, M. D. (Philadelphia).

Mr. President and Rotarians:

Human life starts by the coming together of two single cells. To the naked eye, or with the assistance of the microscope, no differentiation of the parts, which will ultimately make up the completed being, is discernible. Yet who would deny that the element representing the ultimate eye, heart, leg or arm is present, just because we fail to see it?

The next step in development is the simple multiplication of cells, followed by their rearrangement into layers, and finally those layers begin a folding process, in which by observation, we can recognize first one organ and then another coming into existence, yet in reality they were present all the time.

Now, this is just the position in which we find Rotary. Rotary is no different today than it was in the beginning; it has simply developed. Many are trying to read new things into Rotary and imagine that every suggestion is in the nature of an innovation, and an attempt to get away from original history. No! There is nothing in Rotary today that has not been there from its very inception. Paul Harris' Rotary is our Rotary, but we must not blind ourselves to the recognition of its development.

It is acknowledged by modern thought and customs that circumstances alter cases, that the future must not be dogmatically ruled by the past, that we are in a state of progress and advancement, and that majority thought must rule. Therefore, if we see fit at this time to call attention to and crystallize the original principles, giving them formal expression, the minority membership must not take it as a personal affront but acquiesce and preserve harmony.

Rotary has been signally fortunate in counting among its members the very best men in the various communities, broad-minded men, liberal men, men who are not hemmed in by purely selfish motives. Therefore, we must take these men into consideration and do nothing that will cast a slur upon Rotary and deter them from joining hands with us for the common good.

There is nothing that dampens the ardor so much as for a newly elected member to find his next morning's mail deluged with Rotary advertisements and personal letters soliciting trade.

It is to be assured that every man worthy of election to a Rotary club has his business established, his channels of trade well laid out, and that it could hardly be expected of him at a moment's notice to break off all business intercourse with a long line of well-tried and true business friends and acquaintances and take them up with a complete new set that he does not know, has not even seen, although they may have the wonderful Rotary backing.

No, gentlemen, this is not logical. I believe, at

Duluth, this thought was brought forward: Rotary begets acquaintance, acquaintance begets friendship, friendship begets confidence, and confidence begets business.

The whole question hinges on "confidence." If the buyer is a manufacturer in the market for raw material, he is an expert and knows all about the material; therefore, his confidence relates to the seller for faithful and honest performance of the contract.

If the buyer is a layman, then his confidence in the seller must be extended to include a belief that the seller thoroughly understands his business, and that, therefore, the material is the very best for the purpose.

We hold that no man is entitled to Rotary business solely because he is a Rotarian. He must first demonstrate that his goods are at least equal to if not better than those to be obtained elsewhere. He must further demonstrate that the service and the impulse behind that service is of the highest order.

We must not overlook the point that it should be our pleasure rather than compulsion to deal with fellow Rotarians, and how could we take a perfect delight and pleasure in dealing with others where absolute confidence was not established? We are, therefore, agreed that a Rotarian should not be importuned by a seller, but the impulse or desire to do business must come from the purchaser. Now, how is this perfect confidence of each Rotarian in the other to be brought about?

First, by allowing the introduction or acquaintance to ripen into friendship, which can only be done by regular attendance upon meetings and luncheons, meeting the men face to face at frequent intervals.

Second, one of the most valuable points of Rotary is the privilege to talk business and not the privilege to importune members for business.

The term "exchange of business" is frequently used in connection with Rotary; it is a bad term, for it robs every transaction of its generous impulse. It implies absolute barter between the parties concerned rather than a desire to be helpful, generous and ungrudging. It is on the par with exchanging Christmas presents with our friends, an expression which we have also heard. It is quite possible to be more full-handed and free-hearted for a Rotarian by recommending him to others who require his goods than by a small purchase which you yourself might make. Therefore, we would prefer to see this expression eliminated from our vocabulary.

Doing business with Rotarians is an ideal condition, but we must be sure to cement this ideal into closer friendship by the prompt payment of all bills. The moral effect produced by such action cannot be overestimated, because it carries influence not only to Rotarians, but also with the public, elevating the standing of the body as a whole, and increasing the esteem in which it is already held by the community.

If "prompt payment" is a blazed motto on the flag of Rotary, the general desire to do business will be much enhanced. At the time of your election to a Rotary club your name goes upon the books of several hundred business houses for credit. Where else in the world could such extensive credit be established so quickly, in the twinkling of an eye? Are you not agreed that such confidence should be jealously guarded, and everything done to prevent its impairment? Just think what it

means when some large house makes inquiry about you, and the answer comes back: "Go the limit, he is a Rotarian." Would you not be proud?

PRESIDENT MULHOLLAND: Is there any other delegate who desires to discuss this question?

Rotarian A. H. Bassett (Tacoma).

Mr. President and Rotarians: What ideals, if any, have become fixed in Rotary? One of the most vital things in Rotary is expressed in the very organization itself. To me the Rotary club is a living expression of a new way of thought. In the early history of this country there was a spirit and a period when they said: "Might makes right." This controlling belief has existed for centuries, and there was a time when they said, "Let the buyer beware." You will recall the golden rule as practised by David Harum, the horse-trader: "Do unto the other fellow as he would do to you, but do him first."

That error has passed. It gave way to "Honesty is the best policy," which held sway for many years. But now we operate on a plan of honesty because it is honest, because it is right,—it is the awakening of something which many did not believe could possibly exist, namely, an enlightened conscience in business and the application of the golden rule of life in business. If the Rotary club existed for no other purpose than this, it could justify its existence.

Another ideal which has become fixed is limited membership. From its very inception this has been one of the foundation stones, and no amount of argument has been able to weaken its hold. The virility of each individual club is, I believe, dependent upon the continuance of this feature. Any other plan is fraught with danger and makes our club no different than any other business organization. Its growth is sufficient proof of the wisdom of adopting this plan. All jealousies are done away with, and each member meets on the same basis, having the same opportunity, and the same opportunity is given to all. No competition is there. It is forgotten. Where can you find an organization where greater harmony prevails and where purer and more lasting friendships exist than in Rotary, and what is the cause? Limited membership.

Still another ideal, too, is service. The selfish mercenary motive which controlled in the early years has ceased to a great extent. Service is our motto. It is the key note of all progress and our success. It is the altruistic element in our organization which has made for permanency. No one is really happy in this world until he is doing something for someone else which makes for true happiness and makes of every man an exemplification of our great motto: "He profits most who serves best."

Rotarian Frank Jones (Houston).

I simply want to give one thought that was impressed upon me in the reading over of the excellent paper by Past President Mead. It is simply this: I take issue with him on the proposition of clearly defining a rigid line as between the local clubs and this great International convention, on this point: That the local club stands for the economic side of Rotary and simply the money-making end of it, and that the International Association and our great magazine, THE ROTARIAN, involves all the altruistic side of Rotary.

Perhaps it is because I am an intense Southerner and am imbued with states' rights, but I have al-

ways thought that, as the home is so is the nation, and if there is altruism in Rotary, if you have here the fruitage and flower today of altruism, service mapped out, it is because your club and mine is imbued with it and saturated with it at home. And I simply want to give you that one thought, boys, that if it were not for the fact that we are unselfish and that your club and mine has gotten away from the economic side of Rotary (it is only a side matter now), and we are imbued with the light of unselfishness and service as we find it in THE ROTARIAN and in our International Convention—if we didn't have it all in the local club, we wouldn't have any Rotary at all.

Rotarian M. C. Potter (Milwaukee).

One of the strongest and most conscientious principals I ever knew told a boy in my hearing, "You didn't come here to play. School is business." He was wrong on both counts, or partly so, I should say. The boy did go there to play in all likelihood and a large leaven of play in his teachers would likely have saved that boy.

A school is no part of the factory age. Difficult as it is to maintain consistent order and at the same time avoid mechanicalizing the "business" of an overgrown city school into rather inhuman perfection, there are many great hearts who see and sympathize with the still pitiful baby girl or boy despite all adolescent stumbling and faltering steps.

Only if you call the household activities of a colonial fireside "business" can you so denominate school life. Its *business* is but one detail. It is more than *business*. It is art. It is politics. It is love. It is play. It is a cross section of all life. That is the vision of a modern school, which warms the hearts of consecrated men and women and without which the children perish and are found in the thereafter working in blind alleys from which they may never escape. Not only accurate *adaptation* must be the slogan of God's poor for their little ones in school, but also *adaptability*, joy and hope.

Such is the purpose of our childrens' schools and such the purpose of Rotary for the Big Boys who belong to her. This must be our counsel of perfection, widening before us with each recurring Annual Institute.

Glenn Mead in this splendid report has laid down the lines for our endeavor, a house not made with hands—eternal as the heavens. Yes,

*He has built a stately temple for our soul;
As the swift seasons roll.
And this new temple, nobler than all past,
Shuts us from heaven with a dome so vast,
That every one of us is free,
Leaving our out-grown mud huts by life's unresting
sea.*

PRESIDENT MULHOLLAND: Any other discussion?

Rotarian S. L. Weaver (Los Angeles).

Mr. President and Gentlemen: Don't get scared; my assignment was to listen to the various talks and the most excellent report and endeavor to sum them all up for you. Our Past President Mead told you that his report represented a year's work and the help of 160 philosophers, or of the committees, representing five men each, which are about 800. I think I should have a little bit more than five minutes. If the chairman of the philosophy

committee received a year, I hope you agree with me that I should at least have ten minutes.

When I heard Mr. Mead's report I said: "We are hearing a lawyer." Surely we need them; sometimes we need them very badly, and then we heard a preacher, and we certainly need them. We have had them with us for years and years, and the summing up will be done by merely a business man.

We are told that our organization exists largely with representatives from industries and with business men, but it is the lawyers and the preachers and the newspaper fellows that do all the talking, as a usual thing.

I believe in every Rotary club there are 95 men out of 100 who are not the talkers; I believe there are 95 men out of 100 who are not the writers, and possibly 99 men out of the 100 that are not philosophers. Therefore, I sum this up from the viewpoint of the 95 or 99, and not the viewpoint of the 5 or the 1.

Mr. Mead's report is really a history of Rotary. It is a compendium of Rotary. It should be summed up into concrete and tangible form, and should be preserved for years.

Briefly, philosophy is a general term when applied to mankind. So far as the religion is concerned, it is called theology. I believe that as far as we can go with the Rotary club it is not philosophy, but altruism, which means nothing more than being regardful for others. Now, which is it going to be? Mr. Mead has asked that the matter be settled at this convention, and in that masterly report I concur in every respect but very few, and those will be submitted to you for what they are worth.

Rotary teaches man to think. I think that is its very best principle, and in fact that goes further than trying to make a religion out of it, because we must not compete with our good friends, the preachers, and we cannot, anyway. They would beat us to it because they are better talkers than we are. It is only what men can tell to others, and it is only what you can tell another man of what you know that will do good. What you cannot express, you cannot impart. Francis Bacon five hundreds years ago said that in 25 words is summed up philosophy enough so that if any man would regard it he would never make another mistake in his life. If he regarded those few good, true, terse sentences or remarkable words that way, why have we hundreds of articles repeating the same refrain? Why repeat them, boys, until they become tiresome to us? By doing so we get no further. I hope it is not typical of our wonderful emblem that we get no further.

When you come to these conventions in the future why not come and tell us what things we have done? Why just put down what you are going to do? Everybody gives advice, and nobody takes it.

Business life is the ideal of service to mankind, but we don't want it handed down to us by some central bureau. We want it to come out of our own experience, so that we may get it. A man has got to have that experience of his own. He cannot get it otherwise. If he could, that same saying of Francis Bacon would have eliminated the Rotary club altogether, because, if we could get it in 25 words, why should we have 25,000 people tell us about it? We must get it out of our lives. Let me read you this from the President of the University of Virginia:

"What we call business and stupidly think of as a coarse, material machine is really the great cosmic university to which nine-tenths of human beings go to learn the truth; and so prove themselves by suffering and service. What we call trade or business is a great university extension scheme for civilizing and keeping peace among nations." That I copied from our remarkable magazine, *THE ROTARIAN*.

You have got to get it out of your own experience every time, and that is why members are belonging to the Rotary club. If there is any man in the club who is a 100 per cent man, and I am a 48 per cent fellow, his job is to teach me to be a 100 per cent man, and if he is a true Rotarian, he does so.

There is so much to do. Let us deal with conditions not theories; facts not fancies; every city, every man, has his problem. Let us do things and talk about them afterwards. We must not separate ideals—altruism—from business practices in local clubs. The man who put the big apple on the top of the barrel was economic but not altruistic. Altruism means being regardful of others.

If we actually believe what we talk about as to being regardful of others, and if we mean this altruism, and if we mean this Rotary, why not really make it a Rotary Institute—a Rotary University—and have a two or three year term that will take care of Mr. Skeel's argument, and that will take care of all our welfares. Then at the end of two or three years, there has been in circulation this good man, and he is passed out, and he is graduated from Rotary, and when men say: "Are you a Rotarian?" And he is proud enough to say: "I was graduated from Rotary." That is just an idea. Suppose that man were to be taught for three years, what a wonderful thing it would be for him. Thank you very much.

Rotarian F. P. Glass (Birmingham).

It is very gratifying indeed to the Birmingham delegation to have it in the report of Mr. Mead that the Birmingham idea of the philosophy of Rotary is

the most advanced that has so far been put forward. But it is very disappointing to find that he has said that it cannot now be accepted, but inasmuch as our great President, Mr. Mulholland, has been aptly designated here today as the evangel of Rotary, it is quite possible that some future president will take up this most advanced idea.

That idea, in a few words, is that each man in Rotary is not a representative of his line of business so much as he is a representative of Rotary in his line; that he should establish himself as an ambassador of the principles of Rotary and disseminate those ideas among his fellows in his particular line of business. If it is the purpose—if it is the function and privilege of Rotary to teach and to train a member at the great university that has been alluded to here by the previous speaker, then undoubtedly some great evangel must rise and take up this Birmingham idea, as it is called, and put it forward in a practical, great way. It is a question of the future, and whether it may be realized is a question, but undoubtedly it is one of the chief purposes underlying the true philosophy of Rotary that we shall evangelize the various lines of business from which we come, and imbue them with this principle that "He profits most who serves best." The idea of service and of unselfishness is to be helpful to everybody else, and especially in the community in which one lives.

It seems to me that this very advanced idea of Rotary comes from the most progressive city of the South, the city of Birmingham, is a remarkable thing, and it is also quite remarkable that it comes from what might be termed the most material city of the South. Birmingham is bottomed on coal and iron and steel, and there are in that city adventurers and spirits that have come from every part of the United States and created that great city of 200,000 in the last 35 or 40 years. Into the very foundation of materialism in a business way comes this ethereal, supreme, advanced idea of Rotary, that it is an ambassador to carry its principles of unselfishness to the various lines of business represented in it. I thank you.

Some Who Were Busy at the Convention

In the absence of Sergeant-at-Arms Jimmie Conlon of Pittsburgh, Rotarian Wm. A. Stewart of Camden, N. J., was acting sergeant-at-arms.

In the absence of Chairman Mack Olson of Des Moines, Rotarian Albert S. Adams of Atlanta assumed the chairmanship of the Committee on Credentials. His associates were Eugene G. MacCan of New York City, A. A. Hallander of Spokane, Wm. B. Schwartz of Chattanooga and A. E. Rowlands of El Paso.

The Constitution and By-Laws Committee was Arch C. Klumph, Cleveland, chairman; F. E. Hering, South Bend; R. J. Copeland, Toronto; Ernest Olmsted, Des Moines; H. A. Bauman, Akron; R. A. McDowell, Louisville. W. A. Graham, Jr. of Seattle was detailed as acting assistant secretary for this committee.

The Resolutions Committee was the same as announced prior to the convention with Wm. Gettinger of New York as chairman but Rotarian Wm. H. Stanley of Buffalo acted in the absence of Stuart Morrow of London. Rotarian Ralph G. Wells of Boston was detailed to this committee as acting assistant secretary.

The Election Committee was as announced with Geo. W. Harris as chairman but with John M. Geldert of Halifax in place of A. P. Allingham of St. John.

In the absence of Vice-President Berlet, Rotarian Ralph G. Wells acted as convener of the Round Table on Entertainment, Program and Luncheon Committees.

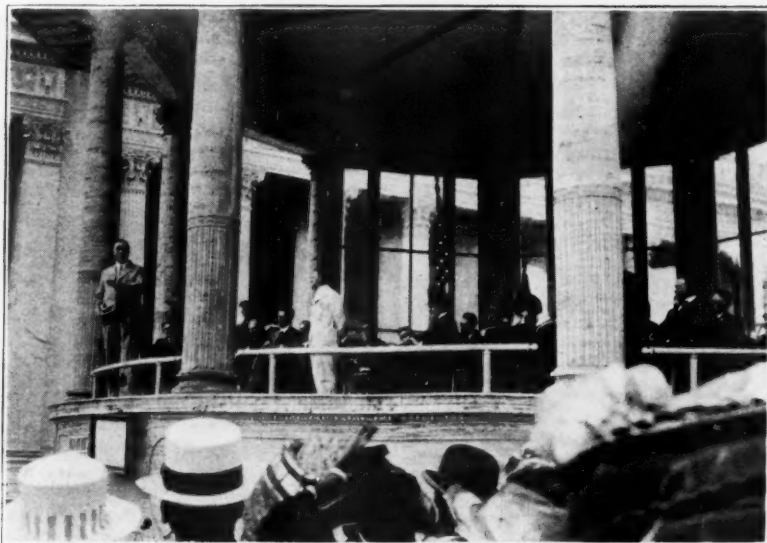
In the absence of Vice-President Shelby, International Director George E. Leonard of Jacksonville acted as chairman of the Round Table on Fellowship Committees.

In the absence of Vice-President Alexander, Secretary Perry was detailed as convener of the Round Table of Club Secretaries but H. C. Warden of Los Angeles and R. R. Rogers of San Francisco shared with him the convening honors.

In the absence of Rotarian W. B. Paddock, Rotarian E. L. Skeel of Seattle presided over the Round Table of Public Affairs Committees.

Official Publication Chairman Hicks owing to his illness was unable to be present and so Rotarian D. C. Farrar of Pittsburgh convened the Round Table on *THE ROTARIAN*.

Rotary is Honored at the Exposition



Rotarian Wm. Hale Thompson, Mayor of Chicago, member of No. 1 Rotary Club, accepting bronze medal presented to I. A. of R. C. by the Panama-Pacific International Exposition at San Francisco, Friday, July 23rd, 1915. President Albert is in white. Past President Mulholland is at the right, in front.

THE International Association of Rotary Clubs is the possessor of a handsome bronze medal presented by the Panama Pacific Exposition in appreciation of services which Rotary rendered for the Exposition, especially in the way of publicity secured through the travels of the Golden Wheel.

The medal was presented by President Moore of the Exposition Company just before noon on Friday, July 23rd, and the presentation was a very impressive ceremony, taking place at the Exposition grounds after the delegates and visitors had gone from the Auditorium by special trolley cars and marched through the Exposition Grounds to the Court of the Universe to the accompani-

ment of music and with banners flying.

President Chas. H. Victor of San Francisco acted as Chairman of the day, and International President Albert designated Rotarian William Hale Thompson, Mayor of the City of Chicago, and member of Rotary Club No. 1, to receive the plaque from President Moore. Rotarian Thompson then turned the medal over to President Albert, who, in a brief speech of presentation, made what President Moore declared was the most beautiful talk about the wonderful Exposition that he had heard.

The retiring and newly elected President and Secretary of the International Association were the guests of President Moore at a luncheon in honor of Gov. Dunne of Illinois, immediately following the presentation.

A Letter From President Moore

The International Association of Rotary Clubs is in receipt of the following letter, dated at San Francisco, August 15th, 1915:

Gentlemen:

On behalf of the Directors of the Panama-Pacific International Exposition I desire to express appreciation and thanks for the almost inestimable value of the services rendered to the Exposition by your Association in connection with the tour of the Golden Wheel.

This idea, itself highly characteristic of the original and effective methods of your Association and membership, resulted in bringing the Exposi-

tion to the direct attention, not alone of Rotarians everywhere but also to millions of other persons through the newspaper publicity related thereto.

This service was rendered us at a time when we needed it most and it undoubtedly contributed largely to the present splendid success of the Exposition.

Yours very truly,

(Signed) CHAS. C. MOORE,
President.

"Welcome To San Francisco"

By Charles H. Victor, President San Francisco Rotary Club



THIS certainly a most pleasant duty that devolves upon me this morning, as the President of the San Francisco Club, in welcoming you to our great convention. The San Francisco Club is indeed proud to have been selected as the host of this convention. We greatly appreciate the honor that you have showered upon us. We are going to endeavor to merit that honor by extending you our hospitality, the California brand of hospitality, a brand that means abundance. I believe that you will pardon us, Mr. President, if we are just a little proud of what we have to show you and what we have to call your attention to.

We are in the position, it seems to me, of the man who purchased for himself a most beautiful painting. He had many paintings in his gallery in his beautiful home, but he had secured one that appealed to him beyond all of the others. After he had brought it into his home and placed it in his gallery, he invited his choice friends, those whom he loved the best, to come to his home and see it. He escorted them to the gallery and drew back the curtain, and with pardonable pride showed them the picture, called their attention to its many beauties, and the points that he, through his years of study, had been able to see. And his friends stood there and enjoyed it with him.

Now, that is the position we are in. We want you this morning, now, that we have invited you into our home, to see and appreciate the beautiful picture of California that we have spread out before you. Then when you go back to your homes in other parts of the country, just say a kind word and a good word, a helpful word, for the many things you have seen.

As we assemble here this morning our minds go back to the efforts that were made to have you come here. We cannot help but think of the things that have gone before. We remember how, in 1911, we first went to Portland, and told you that in 1915 we wanted you with us in San Francisco. We came again the next year over at Duluth. Many kind expressions sprang from your lips and you told us you would be with us in 1915.

At Buffalo the same kind of expression sprang from your lips. You were ready to give us the convention then. We returned home from Buffalo with light hearts, and began making preparations for this day.

Then we went down to Houston, and we found to our surprise, somewhat, and also with a feeling in our hearts that something perhaps was wrong, that others coveted the prize we had almost looked upon as our own. Cincinnati, Cleveland, Salt Lake and Winnipeg invited you to come to their cities, to their homes. There were many reasons that appealed to your minds why perhaps it would be the part of wisdom, and we had to acknowledge, not being prophets, and not being able to see into the future, that perhaps the attractions that there would be in San Francisco this year might operate against holding a great and successful convention.

When we left Houston, our hearts were rather heavy. But we never knew what was going to happen. A new element was injected into the situation. Over on the other side of the world the war clouds gathered and our friends were soon embroiled in a mighty struggle, and conditions that had been so prosperous and so happy and so joyous in this country were changed. As the days passed, the conditions seemed to grow worse and then the clarion cry came forth from that wonderful, noble spirit of Rotary, Russell Greiner, "San Francisco needs you," as one voice Cincinnati, Cleveland and Salt Lake, and Winnipeg came back with the cry, "If San Francisco needs us, San Francisco shall have us."

Is it any wonder that our hearts are warm and that warm words of welcome come to our lips. You did not know what the conditions were going to be. You did not know whether you could have a successful convention but you did know that we were talking from our hearts and you wanted to help us.

Now, again, Mr. President, we are glad to welcome you for the glorious record and the history of the past in Rotary. When we contemplate what this organization is, how it grew from small beginnings, we can look forward and see a glorious future. All of the great movements of the world have sprung from just such small beginnings. If we

look back over the history of the past, we will find that the movements that seemed in themselves of no great concern or moment at the time, afterwards developed into wonderful movements.

Rotary has grown and today we find that the narrow ideas have broadened and that the larger ideas have come into being.

We are proud of the distinction of our San Francisco Club being club number 2 and our sister club across the bay at Oakland being number 3 in the great wheel of Rotary.

It seems to me, Rotarians, that it is almost prophetic that this great convention of world clubs should be held here in San Francisco. We are this year celebrating here a great achievement, the dividing of the continent and the opening up of a way for the commerce of the world to flow from the East to the West, and from the West to the East. The trade channels of the world have been changed. We are celebrating here in San Francisco with our great Exposition, this movement of the commerce of the world in another direction. We are trying also in our exposition to show to the world the benefits of peace.

It seems almost a crime to speak of peace in the troubled hours of this day, but, Rotarians, the time is coming when peace will again prevail in the world and the noise of battle will not be with us, and then we can quietly sit down and see what the work of this hour has been, and this Rotary Convention will give us a vision of what we can do in the future.

I have no doubt that the San Francisco convention will mark a new era, a new epoch, and new forward movements in Rotary that will send it with its beneficent teachings to the uttermost parts of the earth.

I wish I had the words to express the feeling that is in my heart and in the heart

of every San Francisco Rotarian this morning when we say: Welcome!

Response by President Mulholland.

The duty has devolved upon me to express a word of thanks on behalf of my fellow Rotarians and guests for the very cordial welcome you have given us in San Francisco. I have listened to what you have had to say. I might talk for an hour in response to the warm words that have fallen from your lips and yet somehow I feel that on behalf of these men and women, just the words "Thank you" will be well understood. So on behalf of my fellow Rotarians and guests who have gathered at this annual convention, I express that word of appreciation after all that we have had said to us.

Welcome at Oakland

By V. O. Lawrence

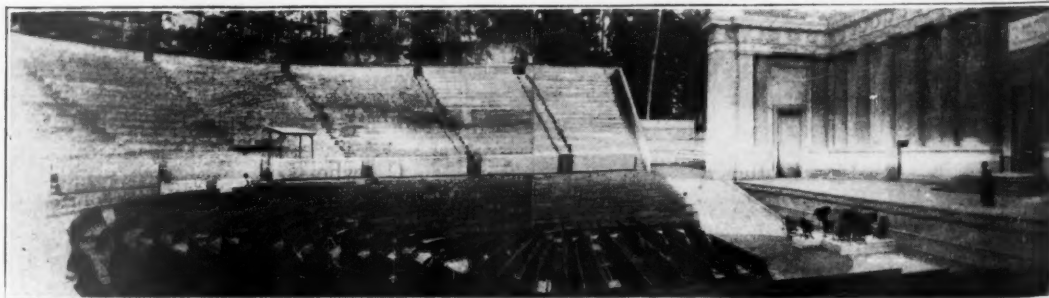
President Oakland Rotary Club

Fellow Rotarians from everywhere: When Tommy Bridges of the Oakland Rotary Club arose in Galveston to second San Francisco as the convention place for 1915, he said, "I represent the Rotary Club from the most beautiful city in America." There were quite a number of delegates, particularly from the Pacific Coast, who shouted "Oakland."

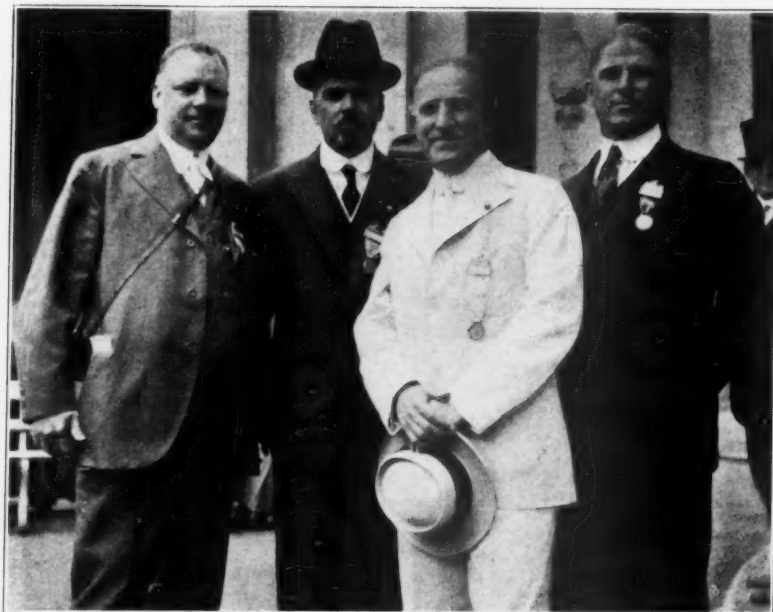
The program committee has kindly arranged the program so that we can prove to you as well as your ladies that Bridges told the truth. The luncheon program has been cut down to thirty minutes. The balance of the hour and a half will be devoted to showing you gentlemen that Tom Bridges knew what he was talking about. We will have automobiles and give you the once over. We welcome you. We welcome you heartily.

Response by President Mulholland.

I desire just to say that we thank you very much for your cordial invitation, extended to us a few months ago, and your very cordial welcome.



Open-air Greek theatre at Berkeley, near Oakland, where ladies were entertained. (Photo by F. R. Jennings, Chicago.)



President Allen D. Albert (in white) at Oakland after his election. The two men on his right are Waters of Portland and Hancock of Denver.

Our New International President

By Herbert U. Nelson



HE life activities of Allen D. Albert, the new president of the International Association of Rotary Clubs, cover as wide a field perhaps as those of any other Rotarian. He is a post-graduate of the most cosmopolitan school of life—the school which comes nearest to turning out the “universal man”—journalism, in which school he has taken all courses from cub reporter to publisher.

The experiences which Albert has had as reporter, war correspondent, Washington correspondent (in which capacity he began his study of international law) editor, business manager and publisher (during all of which time he diligently pursued the studies of law, chemistry, physics, literature, political history, philosophy, Greek, Latin, economics and sociology) have developed the man whom Rotarians know as a clear thinking, great hearted, eloquent friend.

The Rotarians of Minneapolis are proud that he is one of them and he esteems his position as the president of the International

Association of Rotary Clubs more highly than any of the several other titles which he holds including president of the Minnesota Academy of Social Sciences, vice-president of the Minnesota State Art Commission, president of the Church Club of the Diocese of Minnesota (Episcopal), chairman of the executive committee of the Minnesota Commercial and Civic Federation, and lecturer for the extension division of the University of Minnesota.

Albert was born in Williamsport, Pa., October 3, 1874. His full name is Allen Diehl Albert, Jr. On his father's side he is mainly Pennsylvania Dutch; on his mother's side he is mainly French and English with a sprinkling of Scotch and Irish. The men of his father's family were Lutheran preachers for many generations and his mother's people were mainly French Presbyterians.

His father was superintendent of schools of Towanda, Pa., for a number of years while Albert was a boy, and later lived in Washington, D. C., where he was a member of the board of review of the United States bureau of pensions. Albert's education was secured in the public schools of Towanda and Washington. He gives most of the credit for his command of language to the early training of

NOTE.—Mr. Nelson is the Secretary of the Rotary Club of Minneapolis which is the home club of Allen D. Albert, the new President of the International Association of Rotary Clubs.

his father who insisted that all of the children should be correct and accurate in their talk about the home.

For two years young Albert was a student at Columbian College, now George Washington University in Washington, D. C. Being compelled to forego the last two years of his college course he became a cub reporter on the Washington Post on which paper he worked from 1895 to 1898. During the following two years he was the Washington correspondent for various papers and during this time he took a special course in diplomacy and international law which study he has continued. This followed the completion of the law course at the Columbian Law School.

From 1900 to 1902 he was a reporter on the Washington Star and in 1903 became Managing Editor of the Washington Times and Editor in 1905 under Frank A. Munsey. During the seven years when he was a reporter and correspondent in Washington he used all his spare moments to complete the list of required college studies in chemistry, physics, English, political history, philosophy, Greek, Latin, economics and sociology. In order to utilize every possible moment he secured text books that he could carry in his pockets. (In the winter he used larger text books because his overcoat pockets were larger.) And these books were his constant companions.

In 1909 he became the publisher and editor of the Columbus, Ohio, News and from 1911 to March 1, 1915 he was editor and associate publisher of the Minneapolis Tribune.

He was elected a member of the Minneapolis Rotary Club in December, 1911, and this was his first direct association with Rotary.

When the Minnesota Commercial and Civic Federation was organized in February, 1915, he was the unanimous choice of the incorporators for the active head of that body, devoted to organizing the sound public opinion in the State.

In addition to this work he is a regular contributor of editorials to five weekly and monthly magazines and continues his university extension lecture work.

Albert's interest in sociology and his thor-

ough study of that subject has resulted in the writing of many essays on economics, particularly "How Far Shall the Government Fix Prices" and "The Forces that Make Cities," upon both which subjects he has been lecturing for several years. He is a specialist in applied economics, particularly in relation to the growth of cities.

He is a doctor of philosophy in fact but not in title although he admits that this degree has pursued him for twenty years and on occasions has almost overtaken him.

Until his election to the presidency of the International Association of Rotary Clubs he says that the proudest distinction that ever came to him was when he was selected to deliver the address upon the unveiling of the monument to the greatest of all modern war correspondents, J. A. McGahan. Perhaps his appreciation of this honor was heightened because he was a war correspondent at the front in the war between the United States and Spain representing the Washington Star, the Chicago Daily News, the New York World and other newspapers and was the chairman of the corps of war correspondents on duty with the division of General Guy C. Henry.

Albert has studied deeply and been active in the business as well as the editorial side of publishing work and he is the author of the standards of newspaper practice adopted at the Toronto convention of the Associated Advertising Clubs of the World.

While he is prouder of his wife and two boys than anything else in the world he has a great deal of pride in his amateur sporting activities—of long ago. He says he ran one hundred yards in twelve seconds two years ago and admits that sometimes he can play a round of golf better than 84, although his score is usually from 90 to 100. In his school days he was active in baseball, (claiming to have been a "middling" pitcher), in tennis and football. He played fullback for seven years on the Washington High School and Columbian College teams and as proof that he played hard he points to the "note of emphasis" on the bridge of his nose.

Albert is seriously considering challenging Glenn Mead and Ches Perry for the tennis championship of Rotary and Bill Gettinger and Bob Cornell for a hundred yard dash.

Rotary is composed of an unselfish, high-minded, energetic type of thinking men.

—T. K. SMITH, Syracuse Rotary Club.

Our First Vice-President

By Charles A. Pearson



ROTARY has made for me friendships which will last until eternity."

In talking with William Gettinger,—affectionately called "Bill" by all of us who have the privilege of knowing intimately this man of big nature, broad and liberal purpose and charm of character,—he used the sentence quoted above, and I was not in the least surprised that he said Rotary had made him lasting friendships. A man earns friendships in just about the same proportion with which he freely offers his friendships, and to be a friend of "Bill's" is indeed a prized privilege which we have come to value at its proper worth.

William Gettinger's father had planned that "Billy" should follow a medical career and that circumstances interfered which changed this very wise decision, is regrettable indeed. His keen sympathies, refinement of mind and nature, unselfish giving of self, would have brought comfort and cheer into the room of every sufferer with whom he might have come in contact.

At eleven, his mother died, and his father, a prominent builder of Washington, D. C., was called across the Great Divide four years later. "Bill" was left to meet the big problems of life alone, and with that characteristic courage which has been a dominant note in his life at all times, he faced squarely the conditions of the moment. Though the decision to give up a medical career was a hard tug at this boy's ambitions and desire, he analyzed carefully the things he had then to do and accepted without complaint a position in a printing house.

That was in 1884,—"Bill" was born in Washington, D. C., September 22, 1869,—and after completing his apprenticeship he was ultimately chosen as the manager of one of Washington's representative printing concerns, and because of that consistency of character and purpose, "Bill" Gettinger has forged steadily to the front and today, the firm of Eaton & Gettinger, Inc., Printers, 263 Ninth Avenue, is synonymous with all that is best in the craftsman's art.

If one were to ask William Gettinger to

what, primarily, he attributes his success,—for "Bill" has earned and attained success against what at times seemed overwhelming odds,—he would say to you, as he has frequently said to us:

"Without the help and constant co-operation of my dear little wife nothing would have been possible. She has been at all times my confidant and best of pals."

Do you wonder we love "Bill" here in New York? Mrs. Gettinger is a Washingtonian by birth and if you know "Billy" you have to know Mrs. Gettinger, and that is even a greater privilege and pleasure than knowing "Bill."

Some years ago when Rotary was in its infancy in this big city, Mr. Gettinger was one of the loyal and consistent Rotarians that allowed nothing to interfere with his attendance at the then rather small weekly luncheons. In time it came to be recognized that clear judgment and sound advice marked all the utterances of this simple Rotarian, and "Bill" was elected Vice-President. April, 1914, the New York Club did the best thing perhaps it has ever done, because it elected "Bill" Gettinger President. At the Houston Convention he was made an International Director and Frank Mulholland has already said what he thought of his "team-mates."

When William Gettinger took up the leadership of the New York Club we had but forty-eight members; at the present time we have a membership of 359 and the greatest loyalty to the International body marks the thought and action of every man in the Club. "Bill" has given to the upbuilding of the organization in this City practically four or five hours of his time out of every business day and the future of Rotary in this city is brighter than ever before because of the thought, time and interest given by this big man to the movement of which we are all so justly proud.

As the First Vice President of the International organization, we know William Gettinger will give the same conscientious effort and earnest co-operation to his confreres as he has given to us all in New York, and we feel a natural pride in knowing that this great honor was bestowed on one so eminently worthy of the trust and confidence of Rotarians everywhere.

NOTE.—Charles A. Pearson is a member and one of the directors of the Rotary Club of New York City, of which First Vice-President William Gettinger is a member.

Our Second Vice-President

By John B. Westover



ROBERT H. CORNELL; Rotarian, Business man, Playfellow! Just what the "H" stands for I do not know but it seems to me I once heard it stood for Hull. I am not sure whether that was meant to be taken seriously—or for a joke. He is the "hull" thing in a good many ways.

Not much is known of his early life. He is so busy living the present and planning the future that he hasn't the time or inclination to discuss the past. It is known, however, that he has been in the newspaper business—off and on—for 20 years. When he was "off" he was selling dress goods—on the road. Right now, he is "on"—on the Houston Chronicle in the capacity of General Advertising Manager. He handled the local field for a number of years and his capacity for work and capacity for getting results made such an impression on his big boss that he gave him the "foreign" field as well. Now he does two men's work—and draws two men's pay we hope!

His father was a school teacher who later graduated to the farm. Whether young Cornell was as studious as his father is not known—but it is doubtful. Probably he got through school on his collegiate name.

As for following in his father's footsteps to the farm that's his hobby. The one great desire of his life is to settle down on a farm somewhere, in Texas if he ever saves enough money to buy one, or back on the old homestead in Indiana—if he doesn't. He is taking preparatory work now—"lead pencil" farming. It seems that he is in partnership, or on shares, with some fellow in the north and Bob is doing the directing while the other fellow is doing the work.

That's one of the secrets of Bob's success in everything he undertakes. He is a great general! He can command, and still retain the respect and admiration of his workers.

NOTE: Mr. Westover is a member of the Rotary Club of Houston, and has had ample opportunity for several years to "study" Bob Cornell, his fellow member.

Cornell was the original promoter of Rotary in Houston. Others tried it and failed. Cornell just did it without trying. He built up the biggest Rotary club in the world. That is, it was the largest at last year's convention in Houston.

He conceived the idea of holding the Rotary convention in Houston and the next thing we knew we were preparing for it. He was so full of original ideas on handling a convention that he was made secretary and general manager of the Convention Executive Committee. Those who attended last year's convention know whether it was a success or not. Even when rain threatened to spoil the big "shore dinner" at Sylvan Beach he assured everyone that it wouldn't rain.

"I've got it all fixed with the weather man" he said. Those who knew him intimately were inclined to take the remark seriously; and sure enough it stopped raining fifteen minutes before train time!

Bob's favorite indoor sport is "getting someone's goat." The unwritten history of Rotary contains some of the most brilliant and exciting incidents in which International officers of high rank, surrendered their ruminant animals to his zoological collection. Once they got his—but that's another story which I'll leave to the fellow who writes the biographies of C. R. P. and R. F. G.

His favorite outdoor sport is amateur baseball. "Fats vs. Leans" for instance; and it is certain he cannot qualify on the team of the latter.

As to religion, he is a universalist and perhaps that explains why he is such a good Rotarian—for he does things for the sheer love of them, and without any hope of present reward or fear of future punishment.

His age? They say "a man is as old as he feels" so Bob is about 18. Having no children with ages to conjure with, there is no way of determining his age but we hope he lives a thousand years.

Forward-looking men can not live in backward-looking institutions. The new business morality will alter the institution to save the man. And this will save the institution at the same time.

—J. R. PERKINS, Sioux City Rotary Club.

Albert S. Adams, R. R.

By L. D. Hicks



HE R. R. stands for "Real Rotarian," and perhaps we should add "International Sergeant-at-Arms," as Bert was nominated, muchly seconded and elected without opposition to that office at the International Convention in San Francisco.

We seriously doubt if Bert ever heard "Pinafore," its popularity having waned at about the time that he entered the c-a-t cat and d-o-g dog state of existence, but the Admiral who sang: "I polished up the handle so carefully that now I am the ruler of the Queen's navy," was a man after Bert's own heart, and those who know and love him best are predicting that he will polish up the office of International Sergeant-at-Arms so "carefully" that some of these days—well!—who can tell? stranger things happen every day.

The following extract from Bert's report, made as retiring President of the Atlanta Rotary Club at their annual meeting on June 30th shows better than anything we could substitute that Bert is an R. R.; it started something like this:

"If we have succeeded in making the smile of one Rotarian to another a little kinder, the hand-clasp a little stronger, the slap on the back a little harder, and the "Hello Bill" and "Hello Jack" a little friendlier than they would have been, we feel that our year has been a success, for we have desired with all our hearts that the fellows of the Rotary Club should be friends, not for the business that they would get but for the help it would give them to know that there were in the world 140 true, hard-working, red-blooded men who cared whether you succeeded or failed, and who would put their arms around you and help you bear your sorrows."

That he did succeed and that his adminis-

NOTE.—Rotarian Hicks is a member of the International Sergeant-at-Arms' Rotary Club, Atlanta. Last year Hicks was Chairman of the Committee on Official Publication. He is the Advertising Manager of the Southern Ruralist.

tration was one of unqualified success is the verdict of every Atlanta Rotarian.

Born "down en Mobile" Jan. 16, 1879, Bert, at the age of 19 convinced his parents that Atlanta was ordained to become the metropolis of the South and as such would furnish a fitting stage for his future activities. That he and Atlanta quite fell in love with each other is shown by her acknowledgments of his unselfish public-spirit work in having made him, first, a charter member and chairman of the classification committee, and later, President of the Atlanta Rotary Club, President of the Ad Men's Club of Atlanta, director of the Southeastern Fair Association, Chairman of the Atlanta Chamber of Commerce parks and play ground committee, director in the Associated Charities and Director in the Atlanta Convention Bureau.

Rotary is Bert's religion and the fact that Bob Cornell said it first doesn't keep Bert from living up to his high standard of what goes into the make-up of an R. R.

It is not Bert's fault that he is not a member of the Old Guard. Bert was very much in evidence at Buffalo, Houston and San Francisco. The only reason that he did not attend the International Conventions which were held previous to the Buffalo gathering was that the Atlanta Rotary Club had not been organized.

On Oct. 16, 1907, Bert said, "For better or for worse" to one of the most charming little ladies in the Southland. At present there is nothing running around the house except—three dainty little Rotarianettes, aged respectively seven, four and one years, and Bert, Jr., who has just celebrated his sixth birthday and looks so much like his daddy that it is positively uncanny.

Golf and football are Bert's pet hobbies, and he has made a substantial success of his chosen vocation in the business world—real estate.

We know, because we have proved it, that the way of Service is the way to happiness, and that the gateway to Service is Fellowship.

—CHARLES H. MACKINTOSH, Duluth Rotary Club.

Eastern Rotarians Have Delightful Visit With Calgarians

The following letter to the International Secretary is a splendid testimonial to the Rotary spirit as manifested by the Canadians and Americans:

Calgary, Alta., August 9, 1915.



EAR PERRY:

How the Calgary Club profited by the visit of the delegates from several of the Eastern Rotary Clubs on their return from the San Francisco Convention:

About 120 Rotarians and wives and families were due to arrive in Calgary at 7 p. m. on July 30th and were to have been entertained by us for the evening but owing to an eleventh hour change in program this had to be cancelled.

Much disappointment was felt by our fellows and it was decided at the last minute to get together a bunch of the boys and go up the line about 90 miles to Banff and say "Howdo" to them there. About 15 of us, including Mayor Costello (Rotarian), boarded the 4:45 p. m. on Friday night and on our arrival at 8:30 p. m. went straight up to the C. P. R. Hotel where the Eastern boys were waiting for us.

Now right here was where our boys witnessed the first demonstration of just how glad Rotarians are to meet again after a year's absence. We all got introduced and were delighted to find in the party Mr. and Mrs. Bill Gettinger, Mr. and Mrs. Frank Waterman, Mr. and Mrs. Arch Klumph, August Jansen of the Hofbrau House, New York, Bill Peace—Toronto, Bill O'Hea of Rochester, Will Stanley of Buffalo, George De-Rouville of Albany, and a host of other shining lights in the Rotary world.

As our time was very limited we all went off to find a place where we could talk Rotary and eventually landed in the billiard room and got right down to business with Lon Cavanaugh, Calgary, in the chair, Mayor Costello, Calgary, at the bat with a few well chosen words of welcome, then a rapid succession (lead off by Arch Klumph) of Rotarians whose names are household words. Briefly they told us of the things accomplished at the convention—the big strides that had been made, and gave us some points on how to make our club a bigger and a better organization.

Every one of the Calgary members learned for the first time things in Rotary which

were new and helpful, and it was with the deepest regret that at 10:30 we were obliged to adjourn and make tracks for the depot, where we were to be the guests of the Eastern boys on their special back to Calgary.

At Bill Gettinger's suggestion every Calgary member was taken off by a visitor and on the way to the depot the principles of Rotary were deeply instilled, for you must understand that the nearest Rotary club to Calgary is nearly 700 miles away and that we organized amongst ourselves and only once have had a visitor expound Rotary principles to us at our meetings.

It was nearly midnight before the Special pulled out and we settled down in the observation car for a Rotary meeting such as has not often been held.

Bill Gettinger was in the chair; August Jansen was in charge of the commissariat with Bill Peace of Toronto and George Zampieri of New York as assistants, and the way these fellows worked and sweated for us was "marvelous," to use August's favorite expression.

It seemed incredible that in so small a space crab and lobster salads could be so deftly prepared, while at times it was impossible to hear oneself speak in the noise George made opening that case of Cresta Blanca.

Everybody in the car made a speech and several were Knighted by August as a mark of appreciation for their eloquence; fourteen new peers of the realm were created.

The wheel used by the New York Club at their introduction of new members was brought out and explained—and a very handsome wheel it is.

To tell in detail all that happened on that three hours run to Calgary would fill a book but it can be safely said that every Calgary member got an insight into the Rotary spirit of good fellowship that they will never forget and it was with much disappointment that we found the train pulling into Calgary at 3 a. m.

Altho the Calgary boys had covered nearly 200 miles in under twelve hours going and returning, everyone would gladly have gone on to Winnipeg just for the pleasure of being with the best bunch of fellows it is possible to meet.

Rotarily yours,

D. C. HOWLAND,
Secretary.

The Way To World Peace

By Allen D. Albert

Member Minneapolis Rotary Club.

"It has been our proud boast that the world has been gradually getting better, but when we get under the veneer of culture, education and refinement of our modern life we see that things are just about the same as they always have been. This is borne out by the fact that the bloodiest war that the world has ever seen is going on to-day, where men are killing one another as the savages did in the dark ages. Until some uplifting force is injected into the world that will grip and hold the imagination of man during the business hours of his life, the doctrine of peace and goodwill to all men will remain an aerial nothing, a figment of the imagination, and the stuff that dreams are made of."

From "Rotary, A Potent Human Force," an Address by International Vice-President Frank Higgins (President, Victoria, B. C., Rotary Club) at opening session of the 1915 Rotary Convention.



NO HUMAN mind has ever compassed war. Written history treats of it more fully than of all the other activities of men; yet the whole of historical writing can give no true picture of it. The burden of a single war tax, the brutalization of a single soul, the life of a single child made fatherless—any of these outreaches the greatest of books.

Numb as war has made the minds of our fathers, it has remained for our generation to devastate the earth with the most gigantic, the most sorrowful and the most destructive war in the experience of the children of God. Other centuries have looked upon the military campaigns of a million men. It has fallen upon us to dedicate ten millions to organized murder.

An even century ago a battle in Belgium sent to exile the most powerful of all war's captains. That battle has affected the course of history down to this very hour. Today, across the same Belgium, stand ten times the number of men engaged at Waterloo; and in the hospitals of France alone lie wounded and dying a greater army than Napoleon ever commanded.

A Cost Past Reckoning.

The economic cost of this latest war is not its greatest cost. But it passes the reckoning of the mind. In money alone the direct expenditure and loss already exceed forty-five billions of dollars. This incomprehensible total is greater by two billions than the aggregate debts of all the nations of the world before that ominous 27th of July, 1914. It is three times the total of all the

coined and paper money, secured and unsecured, now in existence. Who can reckon the bankruptcies already levied on the ten nations? The losses of the factories whose fires have been cold this past year? The value of the work left undone on the bench, the works of art unwrought, the community improvements unfulfilled?

Appalled as we must be by any effort to measure this waste, conscious as we are that the peaceful must share the burden of it with those that provoke war, it falls far short of the entire loss. Now, as in the day of Sophocles, "war loves to seek its victims in the young." It does not wait until they are of age to serve in the field. It closes the schools of children. And the dust that is being blown over the scorched fields of Europe is the dust of those who otherwise would be the builders of tomorrow. About two millions of boys and young men are said already to have died—enough to shadow the households of three Californias. No wonder men write of it as

*The feast of vultures and the waste of life.*¹

Of those who survive, what? I have seen war only in the little scale of our conflict with Spain. But that was sight enough to show me how it is the business of barbarians², how with Wellington I should pray never to see such a thing again, how it breeds brutality, how it stains bodies, how it scorches the soul. I have seen that other army of women not included in the rolls of enlistment, whose sacrifices are not listed among the losses in battle. I have looked on while the men and women of a whole nation have been swept from their reason and I have seen the

NOTE: Address delivered before the Sixth Annual Convention, International Association of Rotary Clubs, at Oakland, July 22, 1915.

¹Hvron.

²"War is the business of barbarians," Napoleon.

³Henry Richard, 1812-1888.

thought of a whole people poisoned by the anger war feeds upon.

Surely there is none of us who does not understand that the economic waste of war can not live so long or weigh so heavy on humanity as its waste of immortal spirit.

The Glory We Have Sacrificed

I came the other day upon a paragraph by an English politician^a who died before some of us were born. The last of war's greater horrors in his time was our American Civil War. He had not seen the debts of all the governments of the earth doubled in a single year. He had intended to speak only of war's waste in money. Yet he wrote:

"Give me the money that has been spent in war and I will purchase every foot of land upon the globe. I will clothe every man, woman and child in an attire of which kings and queens would be proud. I will build a schoolhouse on every hillside and in every valley of the whole earth. I will build an academy in every town and endow it; a college in every state and fill it with able professors; I will crown every hill with a place of worship, consecrated to the promulgation of the gospel of peace; I will support in every pulpit an able teacher of righteousness, so that on every Sabbath the chime of one hill should answer to the chime on another round the earth's wide circumference; and the voice of prayer and the song of praise should ascend like a universal holocaust to heaven."

What shall you and I say of the schoolhouses that have not been built, of the church bells that have not rung, of the gospel of righteousness that has been bartered for the license and lust of victorious armies loosing their wildest passions in the homes of defenseless women and children?

What Is the Practical Way?

We do not need to ask: Is there nothing better than this? If we have conscience, conscience makes us answer: "Nine times out of ten war is only murder in uniform."^a If we are Rotarians we are soldiers enlisted under the banner of peace. If we are Christians we know that "in disarming Peter, Christ disarmed every soldier."^b

But how are we to come to the better thing? What are the practical steps the world must take? What can we do, gathered here this morning as Rotarians?

We can begin by understanding that peace is not to be had for the world cheaply. Only when all men wish it can it be wished into existence. So far are all men from wishing it that today hundreds of millions follow a religion that counts war "holy." Nor is there any device of international

courts that alone can drive away the cloud. A common saying among men who ought to think more clearly is that matters of "national honor" can never be submitted to arbitration. It is always the generation to come that is to loose those that are appointed to death.

If the rescue of the world depended only upon the two or three foremost governments it might be achieved, perhaps, by complete disarmament. I have never heard any responsible person propose such disarmament—not even the "pacifists" it is now so popular to ridicule.

Complete disarmament is wholly out of reason. The disaster that would follow would outrage civilization. Canada and the United States are not to lie as fat geese to be plucked by every Castro, every Zelaya, every Huerta, that Central America can breed. The highways of industry and trade are not to be given over to the mercy of pirates. The way to peace is not through helplessness.

Armed Strength Is Not Enough.

How large, then, should our armies be? And for what purposes?

The air in America reverberates with calls for "national preparedness." A hundred schemes for citizen soldiery are put forth. If other nations are to be held to their agreements with the United States we are told we must have force enough to hold them so. Men have seriously proposed that the only way out for this country was to build a navy large as England's and organize an army large as Germany's.

The great difficulty with the foremost of these gentlemen is that while they speak peace they think war. They go even further: In order to set up a case for a larger army and navy they indulge in slander of the army and navy we now have. I know something, I venture to say, of the army and navy of the United States. Man for man, ship for ship, it is my calm conviction they are not surpassed on the earth.

Two services and two only are required of the armed forces of any Power. Those forces must be available for domestic police duty; they must be available, further, for the national defense.

The suppression of rebellions, the restoration of order, the protection of property, the making manifest of strength ready for the apprehension and punishment of the lawless—these are examples of proper domestic uses of armies and navies.

^a"What is war, nine times out of ten, but murder in uniform?" Douglas Jerrold.

^bTertullian.

Their functions in the cause of the national defense are not so easy to define. The simple reasoning of the day is that we must be strong enough "to protect ourselves." Against whom?

This will not be the only war in which many nations will unite on either side. Are we to be strong enough to fight them all? Or are we to be only stronger than the strongest? "Being strong enough to protect ourselves" would commit America to a rivalry that would rob every schoolhouse and every household in the land. And if this is the prospect for America it is likewise the prospect for every other Power. Since 1870 we have been looking upon such rivalry in Europe. Has it produced protection?

The way to peace does not lie through helplessness, to be sure. No more does it lie through armed strength alone.

No Nation Can Stand Alone.

We must be careful not to assume that the cause of peace and the cause of national defense are altogether the same. With all our devotion to peace we dare not forget that chains are worse than bayonets.^a We love peace, but not peace at any price. Yet both the cause of peace and the cause of the national defense have come to this new situation—

No nation can ever again be strong enough to be secure in its own strength alone.

Eight Powers there are in the world. Though one of them took all the earnings of its people and devoted them to "preparedness" it could not count itself safe. Which one of the eleven nations now in the field could oppose alone the coalition with which it is fighting? Germany has had the greatest army in the history of the world. Yet Germany has made Austria's strength her own and lassoed decrepit Turkey into joining forces with her. England has been the mistress of the seas. Yet England has made partners not only with France but with the great autocracy of Russia and an empire of yellow men. England, France, Russia, Germany, Austria-Hungary, Italy, and Japan, no one of them was secure in 1914 without reinforcement. No one of them can ever be secure without reinforcement.

The division of the Powers into two even partnerships would not create either security of defense or peace. Such an alignment would merely magnify the proportions of "preparedness." It would increase fear. It

^a"Chains are worse than bayonets." Douglas Jerrold.
^bRochefoucauld.

would not lessen taxes. On the contrary it would increase the outlay for "preparedness" until it drove the world to bankruptcy and repudiation.

The Two Foundation Stones.

Peace to be secure must be natural, not artificial. Peace to be lasting must be secure. Natural peace will find its sustenance in and depend upon two blessings which the world has not yet striven earnestly to obtain. The first of them is an honest and active will for peace among the people of all the greater nations. The second is the maintenance of a permanent obligation of contract between nations.

"If we have not peace within ourselves it is in vain to seek it from outward sources."⁷ "Peace is rarely denied to the peaceful."⁸ Can nations really expect anything but war when war is glorified above all else? It was an historian, not a "pacifist," the great Gibbon, whose reading of the lives of nations moved him to write:

"As long as mankind shall continue to bestow more liberal applause on their destroyers than on their benefactors, the thirst of military glory will ever be the vice of exalted characters."

No one should wonder that nations relish war which set the general above the scholar; which huzza the destroyers of life and ignore the scientists who save life; which require hundreds of thousands to find professional distinction in war or not find it at all; which give thought of war into the life of every man able to bear arms by seizing for compulsory service the most plastic years of his life.

A Sound Public Opinion.

Perhaps we need a citizen soldiery. It is at once the most uncertain and the most expensive form of military strength. Yet compulsory military service is a practical impossibility in a large Republic; so that if there are to be reserves it would seem they must be volunteers. The important thing to remember, while we talk of citizen soldiery here, or in England, or in Germany, is that if a man think military service he is in danger of making hot the thirst for military service. We have spoken of "an honest and active will for peace among the people of all the greater nations." Are we seriously likely to find it among men who keep rifles by their bedsides and listen in their sleep for the call of the bugle?

The part that women can undertake in

^cSchiller.

behalf of peace is much discussed. They can unquestionably do much. But it will hardly lie in the direction of refusing to bear children, as one advocate of peace has proposed, until wars shall cease through the world. Women can be and often are mistresses of opinion in their households. In any case, they are contributors on equal terms to the opinions of the public mind. This much is clear: There never can be a will against war which is not steadily sustained by the will of women.

A Permanent International Law.

With the need for a sound public opinion, as the foundation of peace, most of us, I think, are now familiar. What is not so familiar is the need to establish a new public attitude as to the law between nations. Here, it seems to me, a certain distinguished American advocate of "preparedness" materially fails to grasp his subject. In his contemplation, nothing can sustain the rights of America abroad but force. In point of fact, all the force America could organize would not sustain her rights if there were no permanent system of law to define those rights. His argument, not to put too fine a point upon the matter, is a contention for cave-man methods among the nations of the twentieth century. Property is not made secure in municipal jurisdictions because each freeholder sits over his estate with a gun. It is secure because the freeholders are united in the permanent maintenance of property rights defined by law.

Between nations, property rights are not now permanent in any such sense. Indeed, it is within the literal truth to say that after a declaration of war between states, property rights become no more than rights by might. Can any delegate to this convention conceive a situation in which all the civil rights of American citizenship should cease between two neighbors whenever one attacked another? Preposterous as it sounds, that is substantially the situation between governments.

Defined and Upheld.

A first step toward the erecting of a world respect for world law must be the defining of that law. What we have today is not international law. It is international speculation. There is disagreement enough over all departments of law, even those that men have written down with the utmost explicitness. But international law is a great and almost

formless mass of opinion and precedent. In the whole catalog of its principles there is not one which is not subject to challenge by any nation victorious over any other; and that challenge stands in only too good a prospect of being sustained.

Clearly the close of the war now in progress must be made the occasion for drafting a new code of international law. Our responsibility as Rotarians is to see that within the circles of our influence there is a sound and wholesome determination to sustain the new code when it comes into existence.

What then?

International law cannot be made permanent without force.⁹ How long would the constitutional guarantees of America prevail without the force which now sustains our vast machine of trials, judgments, and enforcement of judgments? As the force behind what is called municipal law—that is to say, the law within the nation—must always be competent to overpower those who rebel against that law, so the force behind international law must be competent to overpower those who rebel against it.

Each Nation With Its Own Force.

I find no encouragement in my study of recent history to believe that such a force can be organized into an international navy and army. It seems to me that for many years the power behind international law must continue to be organized precisely as it is organized today. England, Germany, France, Argentina, Guatemala, and every other government must continue to have its own army and navy. America must likewise continue to have its own army and navy.

When there is an honest and active will for peace among the people of the greater nations it will then—and only then—be feasible for their separate armies and navies to unite against the violator of their permanent property rights as defined in permanent international law.

Here is a help much needed to measure the military force appropriate to the dignity and stake of America. We must have an army adequate for domestic police duty and an army and navy adequate to give America a power in the world's councils against the lawless which will correspond to the interest she has at issue in those councils. Both gauges manifestly require a large increase in the number of men now enlisted in our land forces and the maintaining of America

⁹"International peace cannot be maintained without armies; armies must be paid; and the pay requires taxation." Tacitus.

among the first four naval powers of the world.

It is not my purpose to lay before you any elaborate plan for determining when these armies and navies shall co-operate or for adjudging particular nations offenders against the permanent law of nations. The air is filled with such projects. Those who have given time to draft them have not served in vain. But to my thinking it is clear that the real plan will be an evolution and will require not less than half a generation for its development.

Rotary's Place in the Plan.

In the meantime, has Rotary a place in the evolution of such a plan? Let us ask ourselves: Are we fundamentally an international organization? If we are, we need not argue further; the answer is plain: Rotary has both place and responsibility in the evolution of such a plan.

Her responsibility at this moment is to devote her extraordinary powers genuinely to the cause of peace. When the San Francisco Exposition sought co-operation from the legislatures of the several American states, Rotary provided both the power and the mechanism for producing action in most of the state capitals. Our great wheel impinged with its lesser wheels and all, turning together, proved quietly effective in behalf of the just cause they sought to serve. In like fashion, cannot all Rotary clubs of the world be set in quiet motion for the development of an honest and active will for peace among the people of the world?

This will require at first a new closeness of relationship between the people of America and the people of other nations. It will lead ultimately, and at a day not far distant, to an international alliance for the maintenance of peace by force.

At the mere suggestion that this government shall engage itself to unite with any other government under the sun for any cause whatsoever the typical American withdraws into his shell and recalls Washington's warning. It would make no lasting difference if our new policy were a direct contradiction of Washington's. It would be nevertheless inevitable.

But it is not such a contradiction. To my thought it is very clearly a fulfillment of the policy of Washington. Whoever has read him diligently, whoever has read the writings of that interesting group of correspondents

who kept alive the government of America between 1782 and 1787, must be impressed with their determination to safeguard America against avoidable wars. By what other means are we to carry out that design than by establishing the inviolability of contract and property right between nations, founded upon a system of permanent law, maintained by a force competent to drive back lawbreaking nations into their places?

A Larger Service for Mankind.

With whom should this new closeness of relationship begin? Suggestion from me will not engage the attention of the world. But among Rotarians there can be no hesitation. Wherever there are Rotary clubs composed of men consecrated, as we are, to the gospel of peace, surely we will find there our opportunity to labor against the horrible and unendurable waste we have been witnessing.

Today there are Rotary clubs in two such nations. Between those two nations are ties of the closest friendship. We are together the inheritors of a rich tradition. What could be more natural than that Rotary should here and now begin the engendering of the spirit of rational peace between the people of those two nations, as we have long been fostering it between Rotarians as individuals?

It cannot stop there. Rotary is essentially a thing of the spirit. To the spirit of business efficiency, wholesome relaxation and general helpfulness there can be neither national nor ethnic boundaries. Let this be the last year that confines Rotary to English-speaking peoples! Let the widening of its circle reach to the farthestmost people of the earth who share with us our revulsion against slaughter and our devotion to Him whom men still dare to call the Prince of Peace!

No nation, no organization, no movement can count itself humane which does not strive to express itself in terms of richness of living for the humblest of God's children. Thrilled with the spirit of Rotary, humble in the consciousness of God's boundless favor for America in a year when almost all the rest of the earth is stricken, it is my hope this day and my prayer every day that you and I may lift each other and Rotary into a larger Rotary that can make secure the blessings of peace for the poor of the world who have ever borne the burden of the wars of the world.

Rotary Extension

By C. W. Dawson



HE Extension of Rotary implies that Rotary is evangelical.

When the business man who does not belong to a Rotary Club realizes that Rotary offers something of great benefit to its members he becomes anxious to secure that benefit for himself. We, who are more fortunate, are keenly conscious of the great good which we derive from our affiliation, and this consciousness places us under the obligation of Rotary Extension. For, whenever a man realizes that he has something which is of interest and value to his fellow men, on that instant an obligation is created to carry to them the message of its discovery. Wherefore: Rotary is Evangelical, in that it has both a message and a mission.

The perfection of service is the foundation of Rotary and *Service* is its watchword. As Archibald's most excellent epigram puts it, "Rotary takes the bars off the dollar sign (\$) and makes it the S of Service." Service comprehends honesty and humanity and mutual helpfulness. Service—to be worthy—must be willing, cheerful, intelligent and efficient. Service begets love for others and character for ourselves. If Rotary remains earnest and sincere in its purpose to vitalize and extend this Doctrine of Service, the organization will live. We, who now compose it, will be able to do some little good in the world; those who follow us will do more; and their successors will accomplish great things.

But as the organization grows the indivisible obligation will grow. There can be no divisional lines in the extension of Rotary. Like the pearl, its beginning and its final state are one unity in progress. Extension means only a larger unit and larger obligation.

Service, declared by Rotary to be the basic principal of sound business, is gradually gaining recognition by the world at large. In the last decade the doctrine of service, in itself as ancient as human intelligence, has gradually begun to permeate and break down the hard crust of accepted theories, customs, fallacies and expediencies of trade, and to penetrate into the very heart and soul of business men, both little and big. We must educate ourselves to larger effort that our message may be carried more swiftly and surely to the ends of the earth.

None of us doubt that there is to be, in the near future, a vast international extension of Rotary. The present terrible war has delayed the movement and, involving as it does the whole British Empire, has drawn into the conflict—much against their will,—many of our members. We must feel confident that they are really just as anxious as we of America to forward the Gospel



Charles W. Dawson
(Photo by Hancock,
Denver.)

of Service and Mutual Goodwill to all the nations of the earth.

This war is teaching a lesson, written in blood and suffering. As Homer Hoch says; "The language of sorrow is a universal language. The cry of little children is the same beneath every flag. And when others suffer we must suffer with them. There is no perfect independence. No Nation liveth unto itself and no Nation dieth unto itself. Humanity is of more moment than the lines upon a map. And some day the dreamer's dream will come true, and a Declaration of Interdependence will be backed by a Parliament of the World."

If this lesson is learned by the Nations—if its teachings of the mutuality of the interests of all are comprehended by the leaders of men, and the led, the end of the war will be a most opportune time for sowing the seed of international

Rotary. What will be the best means and methods for International Extension is a question on which I am not prepared to offer any suggestions.

On the other hand I have given considerable thought, during the past year, to the problems of extension from city to city, the growth of Rotary within the Nation. I am convinced that it is not safe to lay down any hard and fast rules limiting the extension of Rotary to towns of any certain size or to any definite areas of jurisdiction. When a new club is proposed at a point very near one or several established clubs, I believe that the wisdom of such a move should be referred to all of those clubs whose territory might be considered to be invaded by the new club.

The question of whether or not a Rotary club would be a success in any small city can only be answered for that one city, and by a Rotarian of experience who has had opportunity to study the conditions which obtain therein. I am certain that there is a much better chance for the success of a Rotary Club in one of the small, new cities of the west, than in an old city of twice its size in the east. Having been born in the east and having lived for a considerable period of time in three of the eastern and three of the western states. I feel that I may be pardoned for making such a comparison. I believe the reason for the difference is to be found in the fact that the new western city is largely built by, and of, the pushing and progressive men who have come to it from the older parts of the country. The "live wire" is the rule, rather than the exception. Also, the typical westerner, born and brought up in the west, is imbued with a certain pioneer spirit of helpfulness, with a certain contempt for "class" or "caste" and a distinct sense of brotherhood. In such a community any man who performs a useful service with honesty and fairness is held to be as good as the next man—no matter what his calling.

Thus one of the lessons which Rotary tries to teach the dignifying of every legitimate occupation—is already learned. In almost every vocation the choice of a worthy representative to a Ro-

NOTE.—Address delivered at the Sixth Annual Convention, International Association of Rotary Clubs, San Francisco, July, 1915. Rotarian Dawson is the architect member of the Rotary Club of Muskogee and past-President of the club.

tary club is difficult only because of the number of men who are worthy of membership.

Muskogee is a fair example. With a population of about thirty-three thousand, our club maintains a membership of approximately one hundred and forty, and I feel warranted in declaring them to be as fine men, and as worthy Rotarians as may be found anywhere in this country. Not one-half of the available classifications are represented for we are very conservative in our elections to membership. I believe that the typical western city of twenty thousand can easily maintain an active and successful Rotary club of from fifty to one hundred desirable members if the Rotary spirit is once properly planted in the community.

Duty of District Governor.

The subject of Extension within his territory should be the chief concern of the governor of any district. He should make a careful survey and pick out those cities which appear to him to be the best points for the establishment of clubs. Wherever possible definite steps should be taken to prepare for organization thru talks by prominent Rotarians, before civic or other large organizations, on the subject of *Service* and *Rotary Ideals*. In this way the general public, thru the newspapers and the leaders of the community, will be given a proper conception of the purposes of the organization and will be ready to welcome the new club as an active aid in the spiritual, moral and financial progress of the city.

In every case where the promotion of a Rotary club has been definitely decided upon, the supervision of the work should be placed in the hands of the very best man available. He should be one who radiates enthusiasm as radium gives off its emanations, influencing all who come in contact with him. He should be instructed to visit the city in question—to study the situation there and to search out and acquaint himself with the most desirable men. More than one trip may be necessary, and his expenses should be paid from the Extension Fund of the International Association.

The nuclei of the new club should be men who have already shown in their daily lives the spirit of unselfish helpfulness. In every city ten or fifteen men may be found who belong to classifications which include either very few or no other individuals. Almost invariably some of these are the most progressive business men in the city, representing companies who make a study of service. Others are leaders in the mental and moral uplift of the community.

Among the former group I would include the classifications of electricity, gas, telephone communication, and other public utilities; commercial secretary, traffic bureau, business college, adding machines, cash registers, addressographs and similar agencies. In the latter are the superintendents of schools, presidents of colleges, and the secretaries of Y. M. C. A. and others. In this class also may be counted the press members.

Another fine group of men is to be found in officers of the national government; commissioners of civil service, postal inspectors, postmasters, judges, agricultural agents and representatives of the bureau of animal industry and others. Each city has its own special classifications to add to this list.

These men should be looked over and from among them a group of six to a dozen should be invited to attend a first meeting. The organizer should tell them the story of Rotary, explain its ob-

jects and ideals, its ambitions and limitations. If any one of the group is not interested he should be dropped at once. The others should be instructed in the methods of choosing members and given permission to recruit the temporary organization up to a reasonable strength of from twenty-five to fifty, according to the size of the city.

The organizer should keep in touch by mail and phone until several weekly meetings have been held. When the requisite number of members is in sight he should be brought in again (but this time at the expense of the new club), to help in the work of formal organization, the adoption of constitution and by-laws and the application for affiliation with the International Association.

I had myself all worked up into a fine fury against certain provisions of the revised constitution and by-laws proposed by the International committee, but before leaving home I received a letter from the chairman which promised a standard model for adoption by the new clubs which should contain nothing but prime essentials. This is what has been needed for a long time. The old models were most unfortunate on account of their tendency to stifle individuality in an attempt to get uniformity. Even if it ever be desirable we are yet too young to produce a castiron constitution and by-laws, applicable to the needs and notions of all communities.

Rotary has the rare ability to quickly thrust aside the artificial complexities of modern city life and to reach the real men beneath and inspire them with its doctrines. If the organizer can create and develop in the new members that spirit of enthusiastic and unselfish service which is the infallible index of the true Rotarian, the new club may safely be trusted to choose its own limitations.

Possibly the most important of all problems in the growth of Rotary are those which effect the extension of clubs in their own towns—the extension of their influence for good—the spreading abroad of the gospel which they teach, and the comprehension and adoption of the Rotary spirit by the community at large.

Interest in Non-Rotarians.

There is an ever growing interest in the problem of how we can best extend Rotary to those whom it does not now reach. When Ernest Skeel voiced a proposition to throw down those limitations of membership which are the most distinctive feature of our organization I joined with others to defend the present plan. Since then I have come to recognize that there had been unforeseen problems and possibilities which are well worth our most earnest consideration.

The arguments for the retention of a limitation of membership to one man from each vocation are almost unlimited and Russell Greiner's masterful paper, read at the Wichita Conference, seems to me to answer that one point conclusively and for all time. On the other hand almost every club is confronted from time to time with the loss of some valuable member through removal or a change in business. If the man is one who has taken an active part in the work, there is sure to be an almost unanimous expression of regret, on the part of the members, that there is no way in which he may be retained as a Rotarian.

Charles Mackintosh in his article on *Involuntary Past Rotarians*, strives to devise a practical method for the retention of such members. There have been many other suggestions looking toward a similar end, notably the proposition for a *Head-*

quarters Rotary Club. In his article on *Transcendental Rotary*, Frank L. Thresher, of Minneapolis, attributes all the good in Rotary to non-competitive membership, and then expresses the hope and prophecy that Rotary will eventually bring about the death of competition.

Allen D. Albert's slogan—"Once a Rotarian, Always a Rotarian, if Worthy of Rotary"—voices another plea for plural membership, yet foreseeing the tendency to duplication without just reason he says "How far I would go I am not yet ready to say. We ought to make some change. Of that I am confident." I am inclined to believe that this expresses the inward feeling of most Rotarians who are seriously considering the problem.

Already in many clubs there are certain features which in some ways may be considered an evasion of the membership restrictions. The associate membership can hardly be classed in this category because, while it duplicates membership under a classification, the plural members must be of the same firm and therefore are not competitors.

I read with most intense interest the introduction to Mead's article on the "Decennial of Rotary" in *THE ROTARIAN* for June. His description of the Rota Club of London, founded in 1659, points out that it favored the changing of a certain number of members of Parliament, annually.

It is an interesting fact that the most sane proposal for the solution of the problems we have been considering, which I have yet heard, is based on a similar idea of rotation. This comes to me from a man whose lack of physical sight is, at least in part, compensated by clarity of mental vision and who is one of the most lovable Rotarians I know—Oscar W. Stewart—superintendent for the State School for the Blind at Muskogee.

The idea we have developed, and which I am to present for your consideration, we do not claim as the final answer, but we do, believe that it contains a germ which may develop into a feasible solution of this great problem of membership.

Rotation of Membership.

It seems to us that the work of evangelizing the business world can best be accomplished through a rotation in membership. There being a vital obligation resting on each of us for the carrying of the message of Rotary into the ranks of our business rivals some plan must be evolved whereby this obligation shall be discharged.

The membership of any Rotary Club represents men received at many different intervals—today, a week, a month, or a year ago. Some definite period of membership could be fixed—one year, or two, or three, and each member elected for that period only. Whatever the time limit a majority of the club members should, and would, always be "old members."

When the end of the term of membership is reached the retiring member alone should have the privilege of nominating someone to take his place, if there be such within the locus of the club. Should he fail to nominate anyone or fail to nominate one acceptable to the membership committee, that committee (or some other body within the club), should be privileged to make the nomination.

We believe that the result of this method—worked out—would be to rotate memberships in all classifications where, in the community, there is more than one man worthy of

membership. All the eligibles having served their terms as members, the original member would be chosen again. Where there is only one man available in a classification, he would be re-elected.

This plan would maintain the limitation of membership as our distinguishing feature. It should send each former Rotarian back to his fellows filled with the spirit of *SERVICE* and ready to help himself by serving the best interest of his community. Possibly some special title and emblem could be devised to denote that the honor of Rotary membership had once been his, and he had honorably stepped aside for another.

Finally—besides providing a method of disseminating the ideals of Rotary to a wider congregation through men educated in their understanding and observance, this rotation of membership in a club would largely prevent that criticism of Rotary, which is most common, and which alleges that Rotary exists only for the selfish mutual business advantage of its members.

DISCUSSION

By Robert J. Copeland of Toronto.

Those of us outside of the United States who have enjoyed the benefits of Rotary, as we have in Canada, can appreciate its great work. The thought that comes to me first and that stays with me is not how shall Rotary be extended, but rather why Rotary should be extended to other countries.

My conception of Rotary was formed at the very beginning and it is amply confirmed by what I have heard at this convention. My conception was that it was an organization for business purposes, for the general benefit and helpfulness of its members in business. It is only natural that the scope of a Rotary club should broaden beyond the pale of sordid business. We have heard of how the Rotary clubs are taking their places in municipal affairs in the general betterment of cities. But while that is so, and while that work is good and will go on if Rotary is to be an enduring institution, business must always be its chief corner stone.

It is scarcely to be wondered at that there has been such a rapid growth of Rotary because the enthusiasm of Rotarians is infectious. Clubs have sprung up here and there all over the country but I am inclined to think that it is quite possible that quantity instead of quality in membership is often mistaken as the symbol of the success of a club.

The time will come when each local club will be held responsible for its members and for their honesty and integrity in business, and when that is fully appreciated there will be set up such a standard of Rotary that not only Rotarians but all people will seek to do business with Rotarians, because they will know the word "Rotary" is synonymous with good and efficient service.

A recent writer has said that the value of all united action for the systematic organization of anything depends upon the motive which actuates it and what it purports to accomplish. You must be sure, therefore, that the ends you seek to attain and the means you employ shall be such as shall foster men's highest qualities and make them see with a vision beyond the mere commercial success and look into the future.

I firmly believe, and I am speaking without

effervescent enthusiasm but from solid conviction, that the principles of Rotary give us and our organization an opportunity of becoming the greatest commercial organization this world has ever seen, and when we do that we must be careful of how we build that organization and of the character of the members that comprise each of the units thereof.

I am making no apology when I say with all reverence that I believe the teaching of the great Nazarene and the injunctions he put upon his disciples included Rotary principles and ideals. The greatest of all which he left is when he said, "Go ye into all the world and preach the gospel,"—the gospel of service—"and heal the sick"—sick of selfishness and of distrust in business.

I would say therefore, gentlemen, that if we have found in the principles of Rotary that which is uplifting, and there is no Rotarian who will deny that, then it is our plain duty to see that Rotary is extended broadcast throughout the world. As I said a moment ago, we must be careful of how we build. If we make each stone of the structure a carefully selected stone from the quarries of high purpose, and we fitly join them together with the cement of confidence and of friendship we will build upon the rocks of good fellowship a structure that the winds of criticism or the winds of prejudice may beat against in vain, because it is founded upon a purpose for good, and nothing—no power—can stay that purpose.

By James S. Ryan of Calgary.

Rotarians Dawson and Copeland have covered this subject very thoroughly. Many remarks have been made regarding the conflict in Europe affecting the extension of Rotary. Business and financial conditions in Canada at the present time, owing to the war, are such that the organization of new clubs until the conditions become normal would in my opinion not be feasible.

We are all agreed on the fact that to keep up interest in Rotary extension work is essential, and therefore to my mind the most important things we have to consider are, when and how should this work be carried out. In requesting men to become members of local clubs no doubt many different answers have been given to questions as to the meaning and principles of Rotary, and many have left an improper impression in the minds of candidates for the reason that the informer was not efficient in this regard. It is therefore essential that we all know the true definition of Rotary before we attempt to explain it to outsiders and the same thing applies to the organization of new clubs, which work should be carried out only by those who thoroughly understand Rotary and are capable of explaining it to others, not leaving them to grope in the dark in a haphazard way, probably resulting in each new member arriving at a different opinion of the organization's principles and precepts.

Commence with a small membership, 15 or 20 if necessary, and first instill into the minds of the new members the true meaning of the doctrine of service. A new club composed of ten true Rotarians would be much more beneficial to Rotary as a whole than a club composed of a thousand indefinite ones.

It has been said here that the public opinion of Rotary is an important factor of the future of the organization, and this being so, it is all the more

important that new clubs start out correctly and that their members have a correct understanding of Rotary, thereby avoiding the possibility of public opinion of Rotary being warped. When the public comes to know the truth, clubs in cities of ten and fifteen thousand will be as feasible as they are in larger centers.

Our opportunities for extension will then become world wide, and instead of the flags of the different nations surrounding the wheel of Rotary as you have seen in the convention hall at San Francisco, the Rotary emblem will surround the flags of all nations. And let it be the hope of every true Rotarian with every revolution of the wheels all the flags that will be drawn closer and closer together, fold within fold, and their varied tints unite to form in heaven's light, one arc of piece.

By W. D. Biggers of Detroit.

I would like to call attention to a few practical suggestions which were brought out in the very helpful paper read by our friend from Muskogee. We now have 19 district governors, and their duties will be to look after the extension work of Rotary. They have some job. I would suggest that every one of them read that paper very carefully.

I wish I had had a paper just like it when I started in on extension work, and I would also suggest that the governors and the presidents of our clubs also read the reports made by the various vice-presidents regarding the work of the past year.

A suggestion in the paper read was that we have a standard constitution which all new clubs will be required to adopt. Now, it is very necessary that when a club is to be organized or about to be organized that some member of the local club does not place in their hands one of the old constitutions that is practically out of date. In every case see that the new club gets the new standard constitution from the secretary's office.

In every case where you hear of an opportunity to organize a new club, instead of starting in on the work, first of all take up the matter with Secretary Perry. There must be only one clearing house for this kind of work. In some instances I have found about three different sets of men trying to establish a Rotary Club in the same town, and you can easily see what that will lead to. So in every case take up your matter with Secretary Perry before beginning to work.

Wherever I found any prospects my first step was to assign that prospect to the nearest Rotary club and in nearly every instance a new club was successfully formed. In the central division during the past year there were 24 new clubs formed through the help of the neighboring clubs.

When a matter of this kind is assigned to your club, a committee on extension work should be appointed. I suggest that the president and the secretary and three other members be included in this committee, and that you follow up the leads that are given you. For instance, a few weeks ago when New Albany, Indiana, in the central division was under discussion, I wrote the president of the Louisville club in the southern division and they immediately took up the work. The first suggestion came from a member of this club. They invited several men who were interested in organizing the new club to their Louisville meeting. At one meeting 12 of these prospective members attended. The Louisville club sent 25 of their

members to the first meeting of the Albany club and later it was organized with 21 charter members. You can readily see what that kind of help is going to do for the new club. It immediately gives them the enthusiasm necessary.

The thought of how large must a city be before a Rotary club is to be organized in it was brought out at our meetings. Our idea has been to limit it to 25,000 in a general way, but then we cannot hold to anything positively. We had a very good example in the central district. We refused to organize a club at Ottawa, Ill. They came back a few weeks later with a club organized with 62 members in a town of 11,000, and we checked their organization list and looked them up in every detail, and they are as good and healthy a Rotary club as we have today.

The Inter-city work is a part of extension work. Every district should be divided by the new district governor into one or two or three or four groups—whatever is logical, and these groups should hold occasional meetings during the year. Instead of having one or two or three members get the inspiration of group meetings such as we are getting here, you should try and take a delegation of from 70 to 75 or 85 per cent of your membership to those meetings. That is the way you can get the enthusiasm in your local clubs and then beyond the group meetings there should be the conference in every district.

I would suggest that our new board of directors lay out a plan for conferences in every district so that there would not be any interference with one another. I believe that our new president should not be expected to visit local clubs, and in fact he cannot do it. He can do a little of it or a great deal of it, in fact, but he cannot visit 175 or 180 local clubs.

It seems to me that every district should have a conference, one in which they would try to get a large representation from every club in their district, and that the principal speaker in that conference should be our international president. In that way every club in the whole territory of our whole country will be enabled to see and hear our international president.

We had a conference at Chicago where I believe we had as many registered delegates from outside of the city of Chicago as we have in this convention. You can do that in pretty nearly every district. That meeting was a good one in every sense of the word. The whole Rotary organization should start something like that and it will do a great deal of good.

This is work that every club should take an interest in. You are all vitally interested in extension work in your particular locality and you ought to take this matter up when it is assigned to you by your district governor and give him every possible assistance.

The New Rotarian

By John Callins, Dayton Rotary Club

The newly-made Rotarian must strive and grope awhile
Before he's quite prepared to wear the true Rotarian smile.
But soon his pulse begins to throb, his aims and vision grow;
A new-born spirit seizes him and sets his heart aglow.

Aforetime when he met a friend it was his style or wont
To offer him his fingers with a semi-gracious grunt,
But now he grasps him by the hand; his voice is firm and clear:
"How are you, Bill!" "God bless you, Joe!" "I'm glad to see you here!"

If Rotary had no other aim, no broader scope or plan,
Than just to teach us to respect and love our fellow man,
To greet him with a genial smile, a friendly boost to give,
'Twould help to make us better men and prove its right to live.

Altruism--The New Moral Note in Modern Business

By J. R. Perkins



ALTRUISM, though a word coined by a philosopher as recent as Comte, is expressive of an emotion and an ideal that had their roots in the remotest antiquity.

Altruism is the oldest preachment of the ethical codes of men, being as clearly defined in the code of Hammurabi as in the law of Moses, and as definite in the law of Moses as in the ethical principles of Christianity. But it is in Christianity that altruism rises from a pristine emotion to a principle of human justice.

"You have heard that it has been said by them of old, Thou shalt love thy neighbor and hate thy enemy. But if you love them which love you, wherein do you excel?"

Here Jesus takes the oldest emotion of human relations and gives it universal content. He creates no new truth; He simply widens the field in which altruism shall operate, enlarging it from the clan to civilization itself.

So, the test of altruism and the test for a Rotarian is not when a man deals with his family, or with a particular friend, but with his foes.

Jesus was not contradicting Moses: he was interpreting him. He sought to guard against a man using one ethical code in dealing with his family; a second code—less perfect—when dealing with a neighbor; and a third code—decidedly faulty—when dealing with a stranger, termed an enemy.

"If you salute your brethren only, what do ye more than others?" Wherein do you excel?

And excelling is the new moral note—the new altruism—in modern business.

Is modern business ready for it? Do not be too quick to reply, for altruism is not an emotion; not a feeling of pity; but a direction of activity.

Altruism as social action lifts from the clan and makes a place in the sun.

This new moral note in modern business is an attempt to reduce all human relations to a single code of ethics. For business has had one code when a man dealt with his family; another code—a little less ethical—when he dealt with his friends; and a third code—both unsocial and unethical—when he dealt with strangers.

The development of the triple code of ethics should prove interesting to the modern business man and to you men and women gathered at this annual banquet of Rotary. Let this development be done under the caption, "The code of the old business morality and that of the new."

First, when a man comes to deal with his household he approaches it with reverence. His family is his first thought. He gives his sons the best of any bargain. He never fudges to beat them, but he often fudges for them. This is the first step in his altruism. But he justifies himself, for is he not fighting for his family? And yet his ethical code, when dealing with his sons and daughters, is morally and religiously sound.

Then in the second place, a man must deal with other men—with his friends. Social and business relations take him from his home and place him in action with other men. If these men are bosom friends his ethical code changes but little, but it does undergo modifications. For a man's friends are not as sacred to him as his own children. Still, the man who has dealt so ethically with his family also deals ethically with his friends. He will not cheat a friend. He will give a friend a tip that will enable him to "clean up" a little money. He will not sell a friend bad shares in a mining company.

But there is a third class with whom a man must deal—the greater company of strangers. And it is precisely at this point that his code of ethics undergoes serious modifications. Like a chameleon, he reacts to his environment. His creed is colored by the changed conditions. Lo! He plots to beat the stranger. And here begins the creation of a third code of ethics for the business world. And here is the crux of many of our social ills.

NOTE: Address delivered at the Annual Banquet at the Sixth Annual Convention, International Association of Rotary Clubs, Wednesday, July 21, 1915, at the Palace Hotel in San Francisco. Mr. Perkins is a member of the Rotary Club and pastor of the First Christian Church of Sioux City.

The new moral note in modern business denies that there shall be three codes for a man's conduct—one for his sons, one for his friends, and a radically different one for strangers. For the larger phases of business life are dealings with strangers.

Perhaps this is the place to define the new moral note in modern business. The speaker will hazard a definition, well aware of the danger involved. It is not enough to say that altruism is that note. The word has become as abstract as conversion.

The new moral note in modern business is the competing of men to see who can be of the greatest service to society. It is, if I may coin a phrase, competitive service.

Yes, altruism in the thought of Jesus includes competition. But it is competitive service in the social order.

Competitive service is a good phrase. It is a good doctrine. It is a better practice. Here is where altruism ceases to be an emotion and rises to an action. For altruism is essentially social and not individual. It is polar to egoism, and all expert casuists combined can not evolve it from egoism.

Competitive service is better than co-operative selfishness. And there is that danger in the business world that under the guise of co-operation the greatest amount of selfishness in human history will be practiced.

The most distinctive contribution Rotary can make to society is to reduce the triple code of ethics now in use to a single standard and to educate business men to competitive service.

"Show us the way! Give us a program!"

This is the cry of the modern business man who is ethically minded. Here the ascent steepens, but the speaker will attempt it. It is not a panacea, but simply an interpretation.

First, to every problem in the industrial and commercial world the ethically minded man brings the spirit of interpretation. The interpretive mind is not the casual, onlooking mind; not the biased mind, but the just mind. For every ill in the business world there is a cause. Interpretation discovers that cause. And the man, or group of men, whether of organized capital or of organized labor, that will not consent to the decisions and findings of the larger body of social interpreters is unsocial and a menace to business development.

The speaker does not pretend to know where the responsibility must be placed for what happened in the silk industry of New Jersey, the coal industry of Colorado, and the metal industry of Michigan. But he does believe that if the spirit of interpretation had been brought to bear on the problems involved there industrial wars would have been averted.

Paterson, New Jersey, Trinidad, Colorado, and Calumet, Michigan, are anachronisms in a new moral epoch.

We have organizations of capital and organizations of labor. Do they exist to serve each other, or are they purely defensive institutions? What our business life needs is a third organization.

The third organization in American business life that the speaker would propose is to be made up of social interpreters. The interpreter precedes the arbiter. The interpreter will discover both the anarchy and the anarchist—if they exist in industrial and business life.

A man is not an anarchist because he is a member of the body of organized labor. He is an anarchist only when he destroys what he can not control.

A man is not a commercial pirate just because he sails a commercial ship. He is a pirate only when he raises a black flag.

It is the task of the interpreter in modern business to stay the hand of the anarchist and to haul down the flag of the pirate.

The new moral note in modern business must be the music that assembles the business men of America to organize themselves into a great body of interpreters.

"Blessed are the peacemakers."

The new moral note in modern business, in the second place, insists that men build their fortunes, not at the expense of one another, but at the expense of nature. We must lay contribution on machinery and not on men.

No dollar is a clean dollar—an ethical dollar—that has been made by the loss of the arm or the eye of a workman when the machine could have been guarded. The new business morality insists that before one can be a model man he must operate a model factory, store, or mine.

The new business morality insists that our institutions be not destroyed but that they be altered to meet the changed conditions in the social order. Institutions are simply the results of certain human needs. The professions and crafts have evolved in

answer to definite human needs. A man is not thinking clearly when he would destroy institutions. The speaker once heard William Haywood assert:

"We can get along without captains of industry; without lawyers and judges and courts; without politicians and legislators; and (and here Bill took a long breath) in a pinch we can get along without preachers."

But it is in the pinch that you need the preacher!

It is in the pinch that we need our institutions and that we need one another.

One can not say to another, "I have no need of thee," for we all are members one of another.

In a certain California city I once saw this announcement:

"The fifth annual picnic of the garbage men." Do you smile? If you do you do not think clearly. Consider the work of the garbage man in its relation to civilization. There can be no fine art without garbage men, no breaking of bread, no glittering lights at banquet feasts.

Every man's craft is necessary to the craft of every other man, and it is the mission of Rotary to teach this fact; that my profession and every other man's profession, link on link and life on life and hope on hope and toil on toil and pain on pain, is necessary to the full round of redemption of society as a whole.

And so with our institutions. We have need of them. They are often top-heavy, but we have need of them. They answer to something inherent in our social structure.

But our institutions are not ends; they are means. They are not more sacred than the personalities that created them. They exist for man, not man for them. So often, they must be altered to meet some higher need of the human soul.

Today our business institutions are being altered to meet such needs of the human soul. Some mistake this alteration for destruction and cry out fearfully. They say that any new moral note in modern business decries and defames the business man of yesterday who made his money in the "good old way."

But the process of the new business morality is simply a morally enlightened way of buying and selling.

Shall ethical evolution, a process observable in everything else, be arrested in the market place? Ethical evolution should begin in the market place. For our methods

of buying and selling and getting gain color our efforts in every other art.

The new business morality has not come to destroy but to fulfill. It works within institutions, but contends that men are more sacred than institutions.

Men are greater than profits.

Forward-looking men can not live in backward-looking institutions. The new business morality will alter the institution to save the man. And this will save the institution at the same time.

Finally, the altruism that is the new note in modern business is simply the desire and the effort of men to work together, achieve together, suffer together—if suffering must be—and share together.

Does anybody sniff at the last phrase—"share together?" Does it excite suspicion? But we can not work and achieve and suffer together without sharing together. Sharing together inheres in working together. It should not be proportioned according to luck, cunning, or advantage. Profit sharing should be based on service. Our international motto does not read: "He profits most who *swerves* best." Nor does it read: "He profits most who manipulates most, who chicanes most."

You know how the international motto reads. "He profits most who **serves** best."

The new moral note in modern business is attempting to lift this motto from a theory to a fact. Perhaps the philosophy of this motto is not yet understood by its makers. That motto means:

He profits most who shares most.

The word *service* may be watered down to an abstraction. But the word *shares* rises to action.

Why has there been altruism in everything but business? Why has this oldest of human emotions paused at the market place?

Altruism has a place in every other art. To illustrate this, to prove it, will be simple.

You ascend a hill in this convention city. You behold a wonderful scene. There is a beauty of the sky, a beauty of the curving shores, a beauty of the nestling towns, and another beauty of the sea. And you wish that your friends were beside you to *share* the glory of the vision. You never look upon a beautiful scene without longing to share it with others.

That is altruism in nature.

You hear a great scholar speak. He unlocks another world to you and you enter and delight yourself. But you always wish

that others were there to hear what you hear and to share in the nuggets of human thought that flash from the mind of this master as sparks from a forge. You long to *share* his address with others.

That is altruism in knowledge.

You stand in an art gallery. Before you is the life work of an immortal artist. You are moved powerfully and how you wish that others were there to *share* the moment with you.

That is altruism in art.

You enter a church. Sermon and prayer and song blend to awaken in your soul the emotions of religion. The sordid things of life fall away. You ascend into the mountain of transfiguration. But how you wish others might *share* that glory with you.

That is altruism in religion.

But when we descend to the market place altruism fades. We have shared the scene, the song, the sermon, the work of art, but we will not share material possessions.

Ah! Shall we not learn that to share material possessions would bring the scene, the

song, the sermon, the mind of a master, and the work of art to others?

The trouble is this:

The altruism of business has a triple standard; a triple code. The altruism of art has a single code—sharing.

Finally—and this is indeed final—our business life is at the point where it must decide between two conceptions of altruism.

First, there is defensive altruism. Co-operative selfishness is its offspring. It is the altruism of the animal pack. It is based on fear—the fear that society will not hold together much longer unless we co-operate. The fear is well grounded but the motive is unworthy. And we shall fail in it, for there can be no forced business unity that is healthy.

The altruism that is the new moral note in modern business is the altruism of competitive service. Men compete to outdo one another in human ministration.

The philosopher calls this altruism; the church man calls it religion; the Rotarian calls it service; but Jesus calls it love.

San Francisco Convention a Revelation

By Claiborne Adams of El Paso

THE San Francisco convention was a revelation. It was the first Rotary convention I had ever attended. Each session was full of interest. It seemed to be the common opinion of all the delegates present that no other organization in annual convention could keep the interest of the delegates as Rotary does. Frank L. Mulholland made a wonderful presiding officer. He was as quick as a flash in making decisions at all times, and there was never a hitch during any of the sessions.

I believe that the spirit of good fellowship evinced by all the delegates was the real keynote to the success of the convention. All wore badges with their names plainly written on same, and on street cars and in the lobbies of hotels Rotarians would introduce themselves to each other and show a mutual interest in each other's line of business, just as though they had been friends for years.

Every Rotarian at the convention seemed to consider every other Rotarian worthy in every way, or he would not be there. The simple fact that he was a Rotarian was accepted as a full guarantee of his business and

moral standing. You can readily see what a revelation this general spirit of friendship and interest was to one who had never attended a Rotary convention before.

From a business standpoint, the convention was very beneficial. The trade sections were very interesting. The trade section in which I was interested—the Grain Dealers and Millers—was well represented. There were millers and grain dealers from every section of the country, and we had a most interesting luncheon in the Commercial Club, and the benefits I received from this interchange of ideas among men of my own calling will be lasting, and these ideas were given with a frankness that I had never seen before.

I am sure that new ideas were presented to me which will be of great benefit in helping me to make a success of my own venture.

In order to fully appreciate the spirit of these conventions, it is necessary to attend them, and I trust that next year as many as possible of our club will attend the convention in Cincinnati.

Rotarian Fellowship—Its Content and Extent

By Charles Henry Mackintosh



R. PRESIDENT, Ladies, Fellows of the Royal Society of Splendid Service, and Gentlemen:

I approach the task which has been assigned me to-day with a full appreciation of its magnitude and in the full realization that no individual can hope wholly to circumscribe it within the limitations of his single mind. This which I am to voice thousands of brighter minds have been practicing for half a score of years.

If I do indeed succeed in etching upon the tablets of your memories some few lines suggestive of this fabric which has been woven upon the loom of service, and if your hearts shall be thrilled by the simple record of splendid aspirations splendidly accomplished, I ask you to remember that the laurels belong to those who have borne the heat and burden of the day; that *you yourselves* are responsible for all these things which I now record.

The lyric poets of the past have thrown a picture against the background of mythology in which they give us a vision of three Nameless Fates, daughters of the son of Chaos and of primordial Night, who sit eternally beside the loom of life, weaving the web of human destiny. The flying shuttle flashes among that thousand-threaded warp in which each thread is some common human task, joining each to each with a weft of individual workers and weaving the whole into the grey and golden fabric of Society.

Glancing back across the finished fabric which spreads behind our day and age we perceive that each portion of the whole is woven to some certain design and that the thousand designs of the past begin to blend into one vast eternal pattern. There are millions of interwoven threads in every design and we cannot even dream how many blended figures will appear in the completed pattern before it is taken from the loom of life and laid before the Master of the Mill.

Fate Reckons Not in Time.

Sometimes we grow impatient that the design in which we are a part does not take form more swiftly, forgetting that the Fates do not reckon time in minutes or in men's lives. We long to see what has been done with us, what flower or figure our association with one another has caused to flame across the fabric of Society; and we must wait until the work is well advanced.

But now our web of Rotary has been upon the loom throughout ten years of weaving. Surely it shall be possible for us to gain some conception

of our destiny from a consideration of the unfolding curves in our design.

Before the beginning of our Rotary design the same web of common tasks lay stretched across the loom, because these tasks are eternal even as that human Society in which they are the groundwork is eternal. Society cannot continue without individual service, nor can service succeed without a Society to serve.

But before the beginning of Rotary the flaming colors in the fabric of Society were not fashioned upon these threads but upon the borders and the fringes.

All grey was the warp of service and greyer yet the interpassing weft which was the lives of all who served.

Business was a solemn and a dreary thing in those days and men did not come to it with joyous and uplifted hearts to fill it full of splendid color.

There was a something wanting in the spirit with which men went about the service of their daily tasks.

Color came only thru those who formed the fringes of the great grey serious business of serving; who served with song or brush, with instruments of melody, with mallet and chisel, or with flame-tipped pen; "wasting" their lives that those who thought them wasted might know a little of that divine fire which flames thru all work done for the joy of working.

Weary of Sombre Designs.

Then the Fates wearied of their sombre design relieved only by its golden borders and the Great Pattern called for an end to this grey panel and the beginning of a brighter and more beautiful design.

And so they filled the shuttle of destiny with the glowing thread of Fellowship and sent it flying thru the warp of labor, under and over the grey threads, until the grey itself began to glow with rich warm color.

This was the commencement of our Rotary design.

When Paul P. Harris and his Chicago companions conceived the idea of fellowship between men as *business* men, the first few colored threads flashed into that design which is Rotary. There had been concerted movements towards fellowship between men before, but all on the fringes of the serious business of living, in leisure moments and between those who had a little time on their hands and were willing to effect a friendly exchange.

Fellowship and Business were things apart.

Fellows of the Leisure Moment would meet each other in business with the unspoken warning of that almost obsolete maxim "Caveat emptor!", which—in the light of present-day Rotary business-morality—can be translated only into: "Let my brother beware!"

True Fellowship could not follow into office, counting house or store; these were

NOTE.—Address delivered at the Sixth Annual Convention, International Association of Rotary Clubs, at San Francisco, July 19-23, 1915. Mr. Mackintosh is a member of the Rotary Club of Duluth, and is the editor of "Logging." He has just formed with Rotarian Milton I. Stewart, under the name of Stewart-Mackintosh, Inc., a Company for planning, preparing and printing direct advertising campaigns.

the strongholds of selfishness in which men bowed the knee only to the god of Greed. And then came Rotary with its idealistic view of business as an opportunity to splendid service and with its practical method of fostering Fellowship among business men as a means to the realization of that ideal.

Hate and Greed are twin offsprings of Ignorance; they cannot continue in the light of Fellowship. We cannot hate a man when we have come to know him with all his stifled aspirations, his human imperfections, his human hopes and fears so like our own: we may come to pity him perhaps, but pity is akin to love.

Nor can we long continue to hold the service of self above and before the service of Society after we have learned that we can serve self only thru serving Society, since we are specialists and present day life is so complex.

Fellowship is the antidote to greed as well as to hate, because in fellowship our mutual dependence is made plain to us. And in Fellowship we find the dominant color-note in the design of Rotary.

Now Rotary Fellowship, like charity, begins at home. It finds its first and truest expression in a sincere desire to *know* our fellow-members in our own club, and to know them in the very fullest meaning of the word, to share their dreams and their disasters, to rejoice at their attainments and to sorrow with their afflictions, to call each by the simplest and sincerest name in human speech: Friend.

Thus may we come to see that our only enemies are strangers and that we do not know any stranger well enough to be his enemy. Let us but study a man before we decide to hate him and we never will, because hate is the product of ignorance.

As Longfellow reminded us—"If we could look into the secret histories of our enemies, we would find in each man's life enough of suffering and sorrow to disarm all hostility."

You will not wonder that I lay so great emphasis upon the fact that Rotary is fighting hate with Fellowship when you consider the history of hate and the terrible part it has played among us in the past.

Hate Responsible for Every Crime.

Hate is responsible for every crime the world has ever known.

Hate hurled Xerxes thru Thermopylae and bred the answering hate with which the Greeks held him there and thereafter.

Contemptuous hatred of all who were not of Roman blood fired the torch with which the Goths and Vandals laid waste the Mistress of the World.

Christianity itself—the very creed of divine fellowship and love—has seethed and surged with the puny but poisonous hatred of sectarians and dogmatists until the kindly creed of the gentle Galilean glows dimly thru the smoke of a thousand battles for his Faith which proclaims: "love thy neighbor as thyself."

Sectarian hate touched a torch to the Serepeum and raged while all the stored-up knowledge of centuries drifted in smoke and ashes up and down the streets of Alexandria.

The hammer of hate has robbed us of nearly all those treasures of ancient art which were the most striking evidence of what man may do when he brings love to his labor.

The fabric of our past is grimed with greed and blood-shot with hate. What have not these twin passions done to hinder and to hold humanity from that haven of happiness awaiting all who will but learn to live under the Law of Service!

And the very first lesson in the book of service is Fellowship; for this is the foundation of all splendid and successful service, that we shall learn how and why and *whom* we serve.

A man must bring love to his labor if it is to win him love again, and how shall he love that which he does not understand? Yet love is the greatest and the most insistent need of modern man, since he may not live by and for himself alone.

Love is the true philosopher's stone, turning all it touches to the only gold worth gaining; and love lies along that pathway the gateway to which is Fellowship.

Rotary enjoins us, then, first to weld strongly the bonds of fellowship between ourselves and our business brothers that we may come to learn that there is no worth-while labor without love and that there can be no worth-while love which is not expressed in labor.

Herein we have the error of pre-Rotary fellowship; in that they were fellowships of the idle hour and not of the busy day. For Love and Service are synonymous terms.

Love without Service is grace without meat, salt without savor, a word without meaning.

International Fellowship.

We come now to a consideration of the international application of Rotary Fellowship which is at present bounded only by the limitations of the Anglo-Saxon language. When we have sown the seed of Rotary in Australia and New Zealand there will be nothing left for us but to create a kind of Rotary Esperanto before setting out to conquer the rest of the world.—But this fact that we have business brothers in eight score cities will not help us unless we avail ourselves of the various avenues for establishing *personal* relations with the rest of our family. This we may do in many ways.

As individuals we do it by visiting the Rotarians of other cities when we travel, never failing to find some local officer of Rotary who will delight in taking us around and giving us our opportunity to find our fellowship with other members of his club.

If there is a Rotary meeting during the time of our visit we receive an opportunity to meet every energetic Rotarian in that city, to talk with each, to dine with them and to hear of their Rotary plans and accomplishments.

What a man gets from these passing visits depends upon what he brings, but practice in our own local club has taught us that service is the price of profit and so we come prepared to serve our distant brothers with the record of Rotary accomplishments and plans in our own city in exchange for theirs. I think, tho, that the visitor has the best of the bargain because he may add a hundred to his files of fellowship if he will, while the hundred may add only one to each of theirs. If you would know what I mean by the "files of fellowship," turn to page sixty-eight in *THE ROTARIAN* for June, 1915 and read Perry on personal card-files and their use in scientizing acquaintance.

Then there is another splendid opportunity for

forming fellowships when two or more Rotary Clubs get together and hold joint meetings. More and more of these joint meetings will be arranged for in the future as you fellows begin to find out how absorbingly interesting they can be made.

But, of course, the golden opportunity of our Rotary year comes at the annual convention. Here we have thousands of picked men among whom to build up the bonds of business fellowship. Not one of us but will go back home from this convention surcharged with the spirit of service and infinitely richer in the gold of goodfellowship, having gained moreover an unequalled opportunity to serve our home clubs.

But there is an even wider vision for those who truly learn the lessons of fellowship and service which are brought to them in their local clubs and thru their inter-Rotary relations.

Rotary is not an end but a beginning.

It is the laboratory in which we bring the fires of fellowship to bear upon the quartz of common tasks and draw from them the pure gold of splendid and unselfish service. In our Rotary laboratory we can obtain this gold only in limited quantities and cannot hope to supply a world demand.

We can, however, teach other societies how to fire *their* furnaces with this same flame of fellowship-in-service and so speed forward that day when all shall live under the Law of Service with an utter understanding of its extent and purpose. This we may begin upon now by holding joint meetings of our clubs with other clubs in our

home cities, making of such meetings a practical, working demonstration of Rotary principles and Rotary power for good.

And now the warp of labor stretches out before us into the far dim future. We have read the Rotary design so far as it has advanced, but we can only guess what infinitely more beautiful designs it may lead to in the social fabric of the future.

We know, because we have proved it, that the way of Service is the way to happiness and that the gateway to Service is Fellowship.

The task before us, then, is so to live this truth which we have learned that all may come to covet our secret of success and all may find it freely theirs to copy.

Thus, at the last, Hate shall be stifled in every human heart; Greed shall be hurled from his age-long throne in the temple of Self in which the service of society shall replace his wasteful worship; there shall be no more wars, nor any crime, nor pestilence nor poverty nor any remaining among all these offsprings of Ignorance; but every human being shall know it for a truth that indeed he is his brother's keeper and that whatever he does to any other is done unto himself indeed.

Even thus far we may aspire if we hold fast to our highest ideals in Rotary and truly strive to live them into our business as well as in our private lives.

—And may this be our vision and our destiny, who stand today in the sunrise of the Age of Unselfish Service!

Committee on Standard Local Constitution

At the meeting of the board of directors of the International Association of Rotary Clubs held immediately at the close of the 1915 convention, the appointment was authorized of a special committee of three to revise the present standard constitution and by-laws for local clubs or to prepare a new standard constitution and by-laws for local clubs which shall be used in the extension work of the Association and which it is expected will also be voluntarily adopted by the older clubs of the Association.

The idea is to put into a constitution those things which all agree should be uniform in all the clubs and make the adoption of such constitution obligatory by any club organized hereafter and to put into a set of by-laws, which each club may prepare for itself, such things as from the experience of the present clubs it is thought best to recommend to new clubs for adoption.

The committee has been appointed from among those who served on the 1914-15 Constitution and

By-laws committee and consists of the following active Rotarians:

Arch C. Klumph,

Past President Cleveland Rotary Club,
1948 Carter Road, S. W.,
Cleveland, Ohio.

Godfrey Morgan,

Secretary The Rotary Club,
1101 Chamber of Commerce Bldg.,
Buffalo, N. Y.

H. A. Bauman,

President The Rotary Club,
41 Conger Ave.,
Akron, Ohio.

It is expected that this committee will burn the midnight oil and otherwise expedite their labors so that the new standard constitution and by-laws for local clubs may soon be ready for distribution.

Rotary has the rare ability to quickly thrust aside the artificial complexities of modern city life and to reach the real men beneath and inspire them with its doctrines.

—C. W. DAWSON, Muskogee Rotary Club

Rotary's Province and Limitations in Civics and Charities

By Charles G. Heifner



BELIEVING as I do that most of the suffering, sorrow and poverty of the world is due to ignorance concerning civic needs and conditions, the primary province of Rotary is to broaden the mental vision of our membership, substitute for partisanship, prejudice and bigotry, saner and more enlightened judgments of each other's plans, purposes and aspirations. Then when we ourselves have risen to the higher plane where we are no longer influenced or controlled by the narrow, petty jealousies of life which all too often mar our actions and sway our judgments, we shall be prepared to go forth, a united body, knowing the truth that makes men free and ready to proclaim that truth and follow her wherever she may lead.

The membership of each Rotary club represented on this floor will have its own problems to solve, its own questions to meet, its own difficulties to overcome. The problems of one city are not necessarily the problems of another, even though, speaking generally, matters of a civic nature demand the same civic duty and responsibility everywhere. The supreme province of Rotary—the province which transcends all others and which alone can conduct the world onward and upward—is to stand for justice, justice for man, woman and child, to array ourselves on the side of:

*"Every cause that lacks assistance,
'Gainst every wrong that needs resistance."*

You will say that I am inviting Rotary to enter a broad field of endeavor. I am. Why put forth these tremendous efforts toward uniting and unifying the energies and purposes of thousands of the best and brainiest men in our great cities if we do not stand for something worth while—for something, the achievement of which will make the world better for our having lived in it?

Rotary in one city may be called upon to

stand between the people and some grasping monopoly that seeks to exploit an entire community for selfish ends; in another city, Rotary may find scope for its activities in advocating better schools, parks, playgrounds, etc.; and, last, but not least, in arousing public sentiment to demand, in all our cities, the construction of buildings of adequate capacity where the average man and woman may have an opportunity of hearing the great teachers, poets, orators and musicians whose genius has made them conspicuous among their fellowmen.

We meet here today in this great municipal auditorium that will stand forever as a monument to public sentiment and for service of the people of the city of Oakland. What I mean by this is that I hope the Rotary clubs everywhere may lend their great influence to bring about public sentiment to the end that in each of our cities we may erect an equally beautiful municipal auditorium.

The "glory that was Greece" was nurtured, cultivated and developed by appealing to the highest and noblest attributes of the men of that day, and we may rival the splendor of the ancient republics by appealing to that which is best in the men and women of our day, by inspiring them to worship at the shrine of truth and justice, and all things else will be added unto them. To turn men's thoughts away from the narrow, sordid pathways of life and guide them into the broader highways that lead to higher ideals and purposes—industrially, intellectually, morally, spiritually—these are the goals toward which the militant membership of Rotary should march, these the ends we must attain if we are to measure up to the standard of twentieth century effort and opportunity.

The place to put forth your endeavors is in your own home city. Let me say here, in as impressive a manner as it is possible for me to say it, that it is my profound conviction that the most intricate social and economic problems which press upon us for solution are to be found in our cities. It follows that there is an imperative demand for the ablest men in our land to give freely of their time and effort in working out civic problems along just and equitable lines, and

NOTE.—Address delivered before the Sixth Annual Convention, International Association of Rotary Clubs at Oakland, July 22, 1915. Mr. Heifner is a member of the Rotary Club of Seattle, and Commissioner for the State of Washington at the Panama-Pacific International Exposition in San Francisco.

in solving them in such a way as will best promote trade and industry and, at the same time, bring about a more equitable distribution of the wealth of the world.

No nation can surpass us in ability and capacity to create wealth, but the overshadowing question of the hour, industriously speaking, is how to justly and equitably distribute that wealth. Here is a question reaching into the heart of every city whose representatives sit in this convention, and it seems to me that the membership of Rotary could find no higher or nobler calling than to grapple with these important questions that so vitally affect the growth and development of our municipalities.

The ablest men are needed today, not in the halls of Congress or in our legislatures, but in our city councils, and it is the province of Rotary to get behind every civic activity that tends toward higher, better, juster purposes and conditions.

I, therefore, place no limitations on Rotary doing whatever makes for industrial and economic justice and leads men, women and children to think nobler thoughts and do nobler deeds.

You ask me to define Rotary's province in charities. I recall James Russell Lowell's caustic criticism of charity organizations. In speaking of the red tape wrapped about the ordinary exclusive and seclusive charity worker and the lack of sympathy so frequently shown, he said:

*"Organized Charity iced and spiced
In the name of a cautious, statistical Christ."*

God forbid that Rotary should ever withhold its support and assistance in any effort to assuage the sorrows or ameliorate the condition of any unfortunate man or woman struggling along the pathway of life; but, my friends, the great need of unfortunate humanity is not the "iced and spiced" statistical charity to which so much time and money is given and with which many really splendid men and women are connected; the need of the world is justice—the justice proclaimed by Christ in his incomparable Sermon on the Mount—the kind of justice that gives to the high and the low, the great and the small, equality of reward for honest endeavor.

It is far easier to give alms than it is to stand for justice, but Rotary, enlisting under the banner of those rare souls who plead the

cause of justice, will make unnecessary and obsolete the charity that waits on want and poverty. The time is ripe for some organization, and why not Rotary, having faith and courage and foresight to disregard mildewed precedents and traditions and cast aside worn-out practices and repressive conventionalities that impede progress and prevent development of men as well as nations.

Rotary's province in charities, therefore, is to make charity unnecessary. Espousing such a cause, Rotary, with no boundaries or limitations upon her activities or influences, will march on by the side of that spirit of progress which, brooding over the face of the earth, encompassing seas remote, penetrating hut and palace, still, in hours of darkness, inspires men to go on and on to higher, better things.

And, if Rotary shall win and deserve to hold her "place in the sun" she will demand the right to grow and develop year by year till she shall stand second to no other organization in the good that she may do.

Let me close these brief remarks by leaving with you this beautiful thought of the poet, which Rotary might well adopt as its own:

*"What is the world's true Credo? 'Tis the
highest thought of man,
The thought distilled from ages since the
dawn of thought began.
On the chapters that are written long and
lovingly we pore—
But the best is yet unwritten, for we grow
from more to more."*

*There is no bourne, no ultimate. The very
farthest star
But rims a sea of other stars that stretches
just as far.
There's no beginning and no end. As in the
ages gone
The greatest joy of joys shall be the joy of
going on."*

Discussion

By Guy T. Keene of San Diego.

I am of opinion that you cannot define the work of Rotarians. There are 20,000 Rotarians and there are liable to be 20,000 different activities. One thing it seems to me we can do is to be a sort of helping hand for any organization in our city. You will find that there are many organizations that have some good things to do. The Rotary club should get back of all those organizations and lend not only moral support but financial support and other help.

Rotary club work should be sufficiently popular so that all members can help. We do not want something done just because it is work; it must be work that is worth while, work that we can enter into with our hearts and souls. It must be work that we have an interest in. We have an interest in our fellow man, and we want to be a help to somebody else.

Now, most of the Rotary clubs have been doing something. In looking back over the files of THE ROTARIAN one gets a very good idea of what others have thought to be Rotarian work. I will enumerate only a few.

Houston has deepened the ship canal. Indianapolis sent a Christmas ship to Europe. Mobile raised \$2,250 in a few minutes to combat bubonic plague by waging a rat-killing campaign; also established an employment bureau. Oakland has established a loan fund to needy members. Ottawa, decorative street lighting system and cutting road through hill. St. Paul, agitation for new union depot. Duluth, industrial exposition, better roads, new paving, publicity work, studying municipal problems and municipal ownership. Nashville, car of coal for United Charities. Paducah, purchased Holstein bull for free use of farmers. Pittsburgh, vacant lot gardening. Rome, working for Dixie highway. Salt Lake City, backing baseball league. Superior, paid for dredging for zoo in park, working for \$75,000 municipal auditorium. Tacoma, giving flowers to tourists. Topeka, working for establishment of municipal farms for unfortunate. Trenton, better lighting of business streets. Atlanta, getting rid of bargain sale signs, general clean-up. Dayton, city survey and playgrounds. Galesburg, city beautiful campaign, planting vacant lots.

Other Rotary club activities which are recounted in THE ROTARIAN are: Halifax, improving caliber of city candidates, regardless of politics. Macon, Georgia jubilee association. Montgomery, helping to get members for Chamber of Commerce. Muskogee, helping to entertain big convention. Atlanta, better high school facilities, municipal auditorium, proposed free moving pictures. Memphis, after scientific Belgian farmers. Mobile, new industries, sugar refineries and grain elevators, increasing dock facilities, propose to make Mobile South's greatest port. Montgomery, crop diversification campaign; raised \$1,000 pig fund to loan to farmer boys to buy pigs. Nashville, summer camp for boys. Rome, boosted two bond elections. St. Louis, manufacturers' exhibit. El Paso, scenic highway circling city. Rochester, raised \$1,000 to help health associations. Boston, work for better building regulations. Montgomery, bale of cotton movement, boosted state exposition. St. Louis, worked for free bridge. Hamilton, Ontario, raised \$14,000 toward a patriotic fund. San Antonio, Christmas tree. Roanoke, \$50,000 city auditorium armory. Topeka, library for sanitarium. Washington, disproving pessimistic stories about business of city.

Many clubs have interested themselves in city beautifying, Big Brother movements, and other charitable work. Albany has declared for all non-partisan movements toward civic improvement and better business. A northern club successfully met a crisis by creating employment for the unemployed in a way that made it not seem charity.

Rotary work is anything that will improve conditions of the city and of the people who live

therein and the wideawake club will be quick to see the need and supply it.

The clean-up campaigns might be considered minor jobs to be waged twice a year, and could include the tearing down of unsightly signs, old awnings, and unsightly sheds; cleaning up front and back yards and the alleys back of business places; and cleaning up the water front, if there is one to be cleaned. Often natural beauty spots are the most disreputable.

Most cities have some historical places worth preserving, which are in danger of being lost, because of no concerted effort to preserve them.

Inter-city relations would seem to furnish an excellent field for Rotarian endeavor.

The problem of the unemployed is a great one and there seems to be no organization better fitted to handle it than the Rotary club because of our diversified occupations. We touch every walk of life, and should be serviceable to a municipal employment bureau.

Many of our clubs are in manufacturing centers. Why cannot they be instrumental in enlarging our market, especially in foreign countries, and particularly in South America? Find out just the reason why European goods have been purchased in preference to ours. If they are prejudiced against us, let us go after them with the Rotarian motto.

By T. K. Smith of Syracuse.

It occurs to me that the province of Rotary in civic and charity matters is limited only by the local conditions which present themselves to each particular club.

Rotary is composed of an unselfish, high-minded, energetic type of thinking men. Because of its technical construction, selfishness is, or at least should be, a thing unknown in Rotary. For those two reasons it is my belief that a Rotary club in a given locality can accomplish more than any other organization in that locality.

With regard to our already over-burdened taxpayers I might say that there is a wonderful field there for Rotarians to cultivate.

The administration of American cities lacks in efficiency. There is Rotary's opportunity.

We all know that there is nothing so fine in life as the mantle of charity for the broken, and its uplifting strength to our brothers who are in distress. There is nothing in the world like putting your hand in your pocket and gladly and unostentatiously doing something for the brother in distress. As an illustration of what can be done by Rotary clubs I desire to tell you of something that has been done in our city of Syracuse.

In December, 1913, the idea was conceived of helping the crippled children. We began an investigation and found there were 200 crippled children in Syracuse who badly needed assistance. A volunteer fund was raised amounting to about \$3,000. That money was disbursed upon information received from churches, letter carriers and other sources. Some children received wheeled chairs, other artificial limbs, etc.

There was one little boy in particular whom I will never forget. He was called "Tiny Tim" and he had never been able to walk and run. We furnished him with an artificial leg, taught him how to use it and when he became proficient he said, "Oh, Gee, isn't it fine to be able to run the way the other fellows do." That was ample repayment for all the efforts we had expended.

A Review of the Convention Program

By Guy Gundaker

Chairman of the Convention Program and Topics Committee.

*A committee's plans play many tricks,
Their work and results vary;
At times they hear of many kicks—
Sometimes its just contrary.*

*The plans they lay which come out right
Are happenstance no doubt.
The ones which reach the greatest height
They thought of leaving out.*

*"The best laid schemes o' mice an' men
Gang aft a-gley" en route;
'Tis hard to know what to include,
What's best to be left out.*

*To our successors, one and all,
We frankly wish to say:
No one can tell how plans work out
Till the last convention day.*



ALTHOUGH cordially and generously praised for its work the 1915 Program and Topics Committee is not unmindful of its shortcomings. In its effort to provide a working convention it over-shot the mark and caused a mild case of mental dyspepsia. The proportion of time assigned to the different phases of our Rotary existence was happily balanced but the comprehensiveness of the investigation instituted was far too exhaustive for a single International Convention.

The following are a few features which received general commendation:

First, the omission of the reading of statistical reports by the officers.

Second, the pre-arranged comments and discussions on the reports, addresses, etc.

Third, the establishment of rules which materially added to the efficient and business-like conduct of the convention.

Fourth, the division of the matters which were presented to the convention into two classes, those matters of Association importance being assigned to the sessions of the convention proper and those of local importance to the Round Tables.

Fifth, the establishment of additional Round Tables.

Sixth, the carrying of the findings of the Round Tables into appropriate constitutional amendments, resolutions or memorials to the officers of the International Association.

Seventh, the nomination of officers at the banquet session.

Eighth, the assignment of important sub-topics to Rotarians for pre-convention discussion in the clubs and subsequent presentation before the convention.

Ninth, the publishing of the Round Table topics a month in advance of the convention.

Tenth, the relegation of invitations from clubs desiring to entertain the annual convention to the International Board of Directors.

Every club participating in the convention was represented in the assignment of convention papers, reports, discussions and Round Table topics. There were 170 such assignments.

The following features, while *a priori* admirable, unfortunately did not produce the results anticipated:

First, the nine o'clock meeting hour, combined with the scattered housing of the delegates, made prompt starting of the forenoon sessions well nigh impossible.

Second, the convention was not disposed to look with favor on the omission of the President's address.

Third, the trade and professional sections did not fully realize the expectations.

Fourth, the discussions on the Report of the Committee on Business Methods did not develop the practical value suggested in the topics.

Fifth, the convention did not reduce its findings on Rotary to concrete verbal form.

Sixth, the assignment of Round Table topics to a selected group of Rotarians made the discussions too formal.

Seventh, the banquet program was too long and was for this reason unsatisfactory aside from the fact that owing to the tardiness of delegates and visitors it commenced one hour late.

Eighth, the plan of having attendance coupons met with general favor but was not an unqualified success. The scheme was in the nature of an experiment and will work better next year.

Now just a few words for the thoughtful consideration of Rotarians generally and the 1916 Program and Topics Committee in particular:

President Emeritus Paul P. Harris in his address before the 1915 Central Division Conference brought forward a thought of great value. He suggested pre-convention conferences held at convenient spots to prepare matters to be presented before the convention. A small group of thinkers devoting their time to one particular topic would accomplish great results for Rotary.

This plan may be readily welded into existing practices. Let each district conclave make a pre-convention study of some particular subject. Be it remembered that while each of the five conclaves held last year were successful beyond the fondest hopes of the vice-presidents, fault was found everywhere with the crowded condition of each conclave program and the vastness of the field of Rotarian experience touched upon.

It is suggested that during this year each district governor register with the International Secretary and give notice to each club in his district that the particular territory over which he presides has pre-empted the privilege of making one Rotarian question the object of a year's study. The Rotarians of nineteen districts working simultaneously will be able to reduce to tabloid form the whole of our Rotarian facts, principles and ideals. The crowning point of this study

should be reached in a conclave to be held in each district on or about February 23rd, our anniversary day. At the conclave the ablest man in the district should be selected to present to the next annual convention the facts so gleaned.

As a result the program and topics committee would have at their disposal all of the speakers necessary for their program; to wit nineteen. The presentations of the important matters by these nineteen speakers and the discussions under them would provide a working convention of three days with sessions from 9:30 a. m. to 1:30 p. m. It would be necessary to make the nomination of officers at an evening banquet at which speeches should be limited to the president's address and one talk by an orator of international reputation. The convention could finish on the fourth morning when officers would be elected for the ensuing year and the unfinished business of the convention completed.

In closing the Committee desire to thank the many Rotarians who responded so splendidly to their requests for co-operation. Nowhere has the spirit of Rotary been more manifest than in the willingness of all to serve Rotary at the San Francisco Convention.

District No. 12 Begins 1916 Convention Plans

District No. 12 (Texas and Louisiana) has it "all arranged" for a special train to the 1916 Convention at Cincinnati. Governor Billy Richardson is right on the job. The Rotarians will mobilize at Shreveport, have a

day with the Shreveport boys, split a day enroute between Montgomery and Birmingham, and spend a day at Chattanooga. Richardson already is getting reservations and a big party is counted on for a certainty.

Gettinger Beats Cornell Again

Bill Gettinger won the First Vice-Presidency at San Francisco over Bob Cornell by one vote. On the way back from California he "put it over" on Cornell again, and Bob admits it cheerfully. Bill made

the first hotel reservation at Cincinnati for the 1916 convention, and Cornell had to be satisfied with reservation No. 2. Gettinger's telegram got to Cincinnati first.

Business may be as much a learned profession as theology, law, medicine, engineering, agriculture, and demands a thorough practical training. It is now a question of the supply of officers for the industrial army, and those who aspire to places of trust must first go through a long and arduous course of training lest they be found wanting.

—O. J. FEE, Lincoln Rotary Club,

The Ladies' Entertainment

By Mrs. Russell F. Greiner



FEEL my personal appreciation cannot be expressed in a few words, or that I might more forcibly express myself in but three words, "It was great."

When one thinks of the time and the labor the Entertainment Committee must have given to the arrangement of the program, and when we consider the expense of providing entertainment for the yearly increasing number of ladies who attend the International Convention, I can but marvel at the elaborate entertainment that was provided by our hosts at San Francisco.

To begin with, there was the informal reception in the beautiful Colonial and Italian rooms of the St. Francis hotel Sunday evening. Every one was put at ease and made to feel right at home.

On Monday afternoon we had our trip through the downtown shopping district, through Chinatown, out by Golden Gate park, around famous Stow Lake and back to our hotel. We were provided with a whole fleet of motor omnibuses which took care of the nearly one thousand women in fine style. In the evening there was a dinner at which the ladies of the International officers and directors were permitted to share with their husbands the hospitality of the officers and directors of the San Francisco Club and their ladies.

Tuesday we had another splendid automobile trip. This time we were taken through the beautiful Golden Gate park with its over eleven hundred acres of flowers and foliage, along the beach to the cliff house where we saw the widely advertised seals playing on their rock. Then through the much heard of Presidio, the government military reservation with its beautiful roadways, and then into the grounds of the Panama-Pacific International Exposition where we had luncheon in the old tea gardens of Japan after which we were taken through the exposition grounds.

In the evening there was a gloriously successful reception and ball in honor of President and Mrs. Mulholland in the ballrooms of the St. Francis hotel.

Wednesday the program was varied by a boat ride around San Francisco bay, sailing under the shadows of Mount Tamalpais and through the historic Golden Gate.

In the evening we participated in the great banquet in the palm court of the Palace hotel—that wonderful dinner meeting where over nineteen hundred people were served and where we heard the nominating speeches for officers.

Thursday was spent, of course, in Oakland. The Oakland Rotarians and their ladies were not one bit behind the San Francisco people in hospitality. We were taken to the University of California at Berkeley and permitted to enjoy a most delightful half hour of music in the famous open-air Greek theater. After that we had a sightseeing trip through the University of California grounds and then a trolley ride to the magnificent Hotel Oakland where a beautiful luncheon repast was served to us.

In the afternoon the Oakland Rotarians called for us and took us on an automobile ride to the beautiful home districts of Oakland, Piedmont, Berkeley, Alameda, around the Oakland foothills which to so many of us from the middle west looked like mighty mountains. Then around the grand drives of magnificent Lake Merritt and then back to the Oakland auditorium where we got our

NOTE.—Mrs. Greiner of Kansas City, the wife of Past President Greiner of the International Association of Rotary Clubs, was asked by the editor to tell all Rotarians, through their magazine, how the ladies were entertained at the Sixth Annual Convention at San Francisco. This article is her response to the request.



Mrs. Russell F. Greiner.
—a Convention snap-shot
by Rotarian A. E. Hutchings.



Mrs. Frank L. Mulholland
and big Portland rose
bouquet presented to her.
(Photo by her husband.)

vation with its beautiful roadways, and then into the grounds of the Panama-Pacific International Exposition where we had luncheon in the old tea gardens of Japan after which we were taken through the exposition grounds.

men folks. Someone else, I believe, is going to write about the post-convention trip, so I'll restrain myself, but that trip through the Santa Clara Valley was truly "last but not least." It was indeed a fitting climax to a week of limitless hospitality.

It was with great regret that we finally left the Golden State.

I can truly say that I heard nothing but words of praise from every lady present for the royal manner in which we were entertained each hour we were there, not only by the San Francisco club, but by every California club we visited. All seemed imbued with the same spirit of hospitality, and if any man or woman came away from the Sixth Annual Convention filled with anything but words of praise for California Rotary, it was because they entered the Golden State with a grouch. A Rotary convention is no place for such a person.

At the first convention I attended four years ago in Duluth there were less than one hundred ladies present; this year there were 930 ladies registered. This shows how the number has increased. Attend one convention, and you immediately begin to look forward to the next. However, there were many visiting ladies entertained this year who had no connection with Rotary and in view of the increasing number who attend these annual gatherings, convention cities are being taxed enough to care for the Rotarians and their families, and steps should be taken to regulate this at further conventions.

When Mr. Greiner was sent as a delegate to Duluth four years ago I went with him, but not for the pleasure of attending the convention for I knew little of Rotary at that time. Before we reached that city I was full of Rotary and had met many Rotarians enroute, whom I now consider my warm personal friends, and I look forward to a happy reunion with them every year.

After the opening of the Duluth convention I realized what a wonderful gathering it was, and ever since my greatest pleasure has been to be present at the opening session of the convention and see assembled the splendid, wholesome-looking men who represent International Rotary.

The San Francisco convention was the fourth one I have attended, and each one grows more interesting to me. I do wish in the future every lady who attends would make an effort to be present at the opening session, for it is only there that she has an opportunity of seeing all the delegates together. Then she can realize what an honored privilege it is for her husband or father to be a part of so great a convention. If it does not give her a thrill of pride, she is not a true Rotarian.

I would like to express my views on the organizing of a ladies' auxiliary. A paper was read at the luncheon given the ladies at Oakland recommending this, and a resolution was introduced and passed without giving anyone an opportunity for discussion. I am against such a movement. When Rotary needs our help at any time we will be ready to render service without being an organized body, and I am sure that the members of each club know they can depend on us to do anything for them in the interests of Rotary.

The Sixth Annual Convention of International Rotary has come and gone, and from the Sunday morning that we arrived in San Francisco until we parted at Santa Cruz each hour of the day and far into the night our hosts had arranged for our pleasure. One could not speak words of praise too great in their behalf, and we hope that they will look back upon the Convention week with the same pleasant memories as we, their guests, will ever do.

All the ladies, I am sure, will join me in saying "I love you, California" Rotarians.

It will pay you to read from "kiver to kiver," THE ROTARIAN, the magazine of International Rotary issued monthly. It contains worlds of good matter and you can't keep up with the Rotary doings over the world except thru this publication.—The Dallas Rotarian.

The Post Convention Auto Tour

By W. D. Biggers

Rotarian H. R. Basford of the San Francisco Rotary Club has cause to be proud of the wonderfully delightful success of the Post Convention Auto Tour from San Francisco to San Jose, Santa Cruz and the Big Trees, for all of the three hundred Rotarians who took the trip are agreed that the results of his two years of planning and dreaming were worthy of the time spent.

FUTURE Rotary conventions will doubtless be still further distinguished for their inter-city Rotary post convention entertainment after the plan established by the Texas Rotary Clubs and emulated by the California cities' entertainment before and after the San Francisco convention.

The San Diego and Los Angeles Clubs entertained hundreds of Rotarians before and after the week at San Francisco, and the attendance at the convention by the Stockton and Sacramento clubs and the particularly memorable "Oakland day," made possible through Rotarians of that thriving city, was splendidly augmented by the entertainment of San Jose Rotary Club in their city on Saturday. Rotarians O'Brien, Hoff, Kuster and the scores of other San Jose Rotarians worked hard to insure the success of the entertainment which was ideal from every standpoint.

A special Rotary edition of the San Jose Mercury-Herald was printed complimentary to the visitors.

Promptly at 8:30, Saturday morning, the autos (and Fords), about 77 in number, called at the various hotels. Our trip out thru San Francisco was enjoyable and gave us all opportunity to see more of the city that had been such a delightful host for the past week.

For miles we drove thru their beloved fog, thru pretty suburbs and saw their wonderful

collection of bungalows, all surrounded by beautiful beds of flowers and shrubs.

Our first stop was at the Leland Stanford University where the hand of nature and a lavish use of money has placed a splendid university in the midst of an environment which must make not only for higher education but for higher ideals and lofty aspirations in all the young men and women who are fortunate enough to have the privilege of attending there.

After leaving the university grounds we proceeded through the wonderful fruit ranches of the Santa Clara valley. We had long ago left the fog belt and were out in the warm sunshine of this beautiful valley. On every side we could see range after range of foot hills and mountains. Each ranch seemed to be better than the last. They were all marvels of neatness and care showing what might be termed intensive farming and judging by the abundant crop hanging on the branches which had to be supported and braced, the care and attention was bringing its rich reward. Apricots, peaches, prunes and grapes seemed to predominate.

About noon we reached San Jose—a thriving city of about 40,000—with every evidence of thrift and culture. Here we did not delay as the San Jose Rotary Club had prepared a luncheon for our whole party in a beautiful park in a "Gulch" about five miles from town. We went up and up over the mountains thinking we were going to have our dinner on top but when we had just about reached



H. R. Basford of San Francisco (Left) and Oswald Becker of Davenport. Snapped on auto tour by Rotarian Hancock of Denver.

the summit we saw off across the valley and hundreds of feet below us a beautiful spot and were informed that that was our destination and we "coasted" down and around sharp curves and finally landed at a beautiful spot in the valley where an elegant barbecue lunch was all ready and waiting. In true Rotarian style full justice was done it. A few words of welcome and response concluded the program, except for music and singing which we enjoyed as the lunch disappeared.

About 2 p. m. we were off for a 70 mile drive to Santa Cruz. The next few hours were given up to climbing hills and mountains on "high" "low" according to whether you had a Ford or an auto—to changing tires—to getting fresh water for the overheated radiators and to resting in some shady woods before taking another long spurt in the hot sun. For the sun "do" shine good and hot in some places in California in spite of fog and overcoats in San Francisco.

By 7 o'clock the cars had nearly all arrived at Santa Cruz. All were well repaid for the trip and many were the amusing experiences that were related but all reported safe and sound. We were assigned to rooms in the "Cottage City." Some of our party

had set their hearts on "2nd story front rooms facing the ocean" but they all accommodated themselves to circumstances and we were saved the waste of time in waiting for elevators as we all had corner rooms and were on the ground floor.

First of all, we had a fine plunge—some in the surf, others in the swimming pool, then a good dinner and then dancing. Midnight found a tired lot of travelers safely "tucked away" and lulled to sleep by the breaking of the waves. Breakfast was a la carte go as you please and was taken from 7 to 10 a. m., according to disposition. Some had a second good plunge before breakfast and others preferred a beauty sleep.

Shortly after 10 we were all on the way to the Big Trees—a trip of about six miles. We found a lovely spot where nature reigned supreme, and enjoyed a few hours here. Here we said good-bye to many of the friends, as they were to leave and go on their several different journeys—friends whom we had known but a week or two, but friends that some of us will know and love as long as we are spared to enjoy the pleasure and blessings of this life.

So ended "A perfect day" as each one of us proceeded on our respective journeys.

A Happy Trio on the Auto Trip



They made H. R. Basford glad he worked so hard to make the post-convention tour a success. They are, reading from left to right, J. H. Whittemore, Sioux City; Wm. Gettinger, New York; Will Stephens, Los Angeles. (Photo by Hancock of Denver.)

Inter-City Relations Report

F. W. Galbraith, Jr., Chairman

The Inter-City Trade Relations Committee, of which "Fritz" Galbraith of Cincinnati is chairman made the following report to the sixth annual convention, International Association of Rotary Clubs at San Francisco, Monday morning, July 19:



I MIGHT say by way of explanation that the Committee as originally named was different than it now is. I was given the assignment a little over two months ago. I start with that explanation because I realize, as do the members of the Committee, that the report is not nearly so clear or complete or as instructive as it should be, or as it would have been had there been more time at hand.

Your Inter-City Trade Relations Committee, made up of F. W. Galbraith, Jr., Chairman; J. E. Pinkham of Seattle, Washington; H. A. Lyman, of Cincinnati, Ohio; J. B. Dickinson, Little Rock, Arkansas; G. Y. Tickle, Liverpool, England; after having carefully considered a few important subjects, beg to submit the following suggestions and recommendations for consideration and discussion:

1. Change name to "Inter-City Relations Committee": That the name of the Committee be changed to "Inter-City Relations Committee"; the name as it stands limits the activities of the Committee to trade relations, which, in our opinion, is a very small part of the functions of Rotary. It is of the utmost importance that inter-city acquaintance, friendship, confidence, be stimulated to the utmost, for when this has been accomplished, inter-city trade relations will then, in the natural order of things, follow.

Your Committee is of the opinion that the mere stimulating of inter-city trade relations is not a fundamental principle. A man is not entitled by reason of his membership in Rotary to any consideration in trade unless he has demonstrated his qualifications as a man.

2. Visiting Rotarians. Visiting Rotarians should, upon their arrival at the local Rotary or other hotel, affix at the end of their signature on the hotel register an "R" on the inside of a circle, or an "R-C" (it should, however, be determined which of these two should be adopted as standard). Arrangements should be made by the local club with the management of the hotel to at once advise the club secretary upon the arrival of a man who so registers.

Indiscriminate and lavish entertainment should be discouraged. The visitor should be constructively and pleasantly entertained and should be assisted in a business way to the extent that is within the power of the officers or members to assist him, by introducing him to people whom he is desirous of meeting, but the local man should be sure that he is what he represents himself to be.

If the visiting Rotarian desires a business favor of an important character he should be prepared to properly identify himself and should insist upon his being properly vouched for by a responsible business or financial institution in his own city. What is more important is that all visiting Rotarians should carry their International identification card which they should at once present to

the secretary and show to other members who are not personally acquainted with him.

To summarize: It is recommended that visiting Rotarians who desire to be assisted in a business way should insist upon their personal and financial standing being vouched for by responsible people before important business favors are accepted by them.

3. Attendance of visiting Rotarians: That a post card or letter notifying the club to which the visiting member belongs be sent acknowledging the visit and attendance of such visiting member, immediately after such attendance. If such notice is promptly sent, a man, who may be misrepresenting himself as a visiting Rotarian, might find himself seriously embarrassed. Copy of cards used by Cincinnati Rotary Club attached hereto.

4. Cashing checks for visiting Rotarians: That the cashing of checks for visiting Rotarians be discouraged. It is recommended that all Rotarians who may be traveling carry either certified checks, American Bankers certificates or express checks, which may be cashed at any bank, express office, or hotel office, upon the holder being properly identified. In the event, however, that a Rotarian presents a personal check, either his or another's, that the check be accepted for collection only, unless the bank on which it is drawn may guarantee the payment of the same.

5. Circularizing: That the practice of local secretaries giving copies of rosters of outside clubs to members of their own clubs for the purpose of circularization should be discontinued. That the indiscriminate circularizing of members of Rotary clubs of which the firm or individual sending the circular is not a member be discouraged except under the following conditions:

That the firm or individual desiring to so circularize should write a letter to the secretary of his own club, or to the secretary of the club or clubs which he wishes to circularize, enclosing a copy of the proposed letter or circular, with a request as to what he wishes in the way of names or other information. The secretary of the club receiving such a letter will then have an opportunity of carefully considering the matter.

If he finds there is a member of his own club, who, in his opinion, might make a desirable business arrangement with the people, that the man requesting such information be referred to him, or them. If an arrangement is made between them for the handling or stocking of goods, that the circular clearly state that the goods may be obtained of the local dealer, thereby establishing permanent friendly business relations, which relations, if both parties to the arrangement are good Rotarians, will continue to be maintained.

It is readily conceivable that such a procedure will not always fit the case and where it does not the information, if it is proper, should be given out by the secretary. It is largely a matter for

each local club to determine for themselves how the matter may best be handled.

6. The sale of promotional stocks, bonds, etc: It is recommended that the sale or circularizing of securities should be absolutely prohibited between clubs. The sale by circularization or solicitation by members of Rotary who are not members of the individual club should be absolutely prohibited. This recommendation is not intended in any way to cover the legitimate business of selling stocks or bonds to members of the local clubs by the local members having the proper classification.

7. Permanent headquarters: It is recommended that permanent headquarters be maintained by all clubs in cities of 100,000 or over, and that a paid male secretary, or paid male assistant secretary be employed. This recommendation does not deal with the employment of stenographers who may properly be of either sex. It is, however, intended to discourage the employment of women, whose attendance at meetings and functions of Rotary, if employed in the capacity of secretary or assistant secretary, would throw them into intimate relations with a large number of men which might be a source of personal embarrassment.

That the club be listed in the telephone directory under the name of "Rotary Club of" whatever city it may be.

8. Information for Secretaries: It is recommended that the secretary of all clubs notify the secretary of the International Association on the first of each month of the names of all new members elected to the club during the previous month, with their business classification, business address and telephone, and the date of election, as well as the names of all members dropped from membership, or who may have resigned. This report is of material importance and should be sent to the secretary of the International Association promptly on the first of each month and in the form requested by him.

9. Requests to Club Secretaries to act as agents in the sale of goods or on consignment: That this practice be discouraged and that no club secretary accept a consignment of goods which is sent him without previous arrangements. That the practice of secretaries accepting consignments by arrangements be discouraged, and that no paid secretary or assistant secretary in any local club be permitted, without the authority of his Board, to act as agent or to accept any goods to be sold to the members of Rotary.

10. International membership cards: That every member of Rotary carry such a card, which is furnished to the local club by the International Association. That the secretary of each club be urged to send this card to his members promptly upon the payment of dues to the local Club for the ensuing period; and that on such membership card a space for the signature of the member be provided for the purpose of identification; that the secretary call attention to the necessity of the member's signature for identification purposes; such a card would be of particular value, when members who are traveling and visit other Rotary clubs, as a comparison of a visitor's signature with that on his identification card would be the best identification which could be produced. A copy of such a card is attached hereto.

11. Use of the word "Rotary" as trademark:

It is the recommendation of your Committee that the use of the word "Rotary" in connection with business institutions to serve Rotarians or as brands or trademarks on articles of merchandise be discouraged as undesirable, and not in accord with the fundamentals of the organization.

12. Get together meetings: Frequent "Get together" group meetings between neighboring clubs is urged and recommended. That the officers of all clubs be urged to establish intimate and friendly relations with as many other clubs as can be easily reached. That at such get together meetings the club acting as host allow the visiting members to pay an amount which will at least pay the cost of the meals served.

That the various districts hold a meeting once a year embracing all of the clubs in the district. That at such meetings a registration fee be charged those attending to cover the entire expense of the meeting. That extravagance in entertaining or in entertainment at such meetings be discouraged.

That the program of such meetings be placed in the hands of a committee who shall carefully consider the important questions of Rotary, both local and state and International, and a certain part of the program should be given over to such topics. That a copy of the program be sent to the International secretary for his suggestions as to International topics. That where topics are assigned, a limit be placed upon the time, and the speaker be advised of the limit. That sufficient time be given after each topic for a full discussion from the floor.

Where there are entertainment features in connection with the program, that the program be divided into two parts—the serious discussion of the topics at hand and the entertainment features being separated—and that the entertainment features be of such a character that ladies might see and hear with pleasure.

13. Interchange of speakers: That it be recommended that local clubs arrange with the officers of neighboring clubs—and this recommendation is not confined to neighboring clubs alone—for an interchange of speakers at either the weekly luncheons or monthly or special meetings. The adoption of this suggestion will tend to bring out the broad views of many men, and the more advanced our ideas the better our service and our ideals of Rotary will become.

14. Advertising in "The Rotarian:" Your committee has carefully considered the subject of Rotarians who are, or may become advertisers in THE ROTARIAN. No member of Rotary is entitled to patronage or to the slightest consideration over any other man merely because of his membership in Rotary. Your committee is of the firm belief that the large majority of members of Rotary, have been chosen by their fellow-members as leaders in their respective lines of endeavor and realize their responsibilities and the moral obligation which rests upon them to "serve best," to be honest, honorable, trustworthy and to treat the other fellow in all his dealings as he would himself be treated, and recommend that the use of the words "Member of _____ Rotary Club" be used by Rotarians advertising in THE ROTARIAN, it being the official publication of the Association, and the use of the phrase being, in our opinion, a broad, firm guaranty of the quality of the merchandise offered and of the service of the adver-

tiser. We consider that it is synonymous with the hallmark on silver and that the use of the phrase in connection with such advertising marks the merchandise and the man.

PRESIDENT MULHOLLAND: The report of the Committee that you have just listened to will be discussed by Theodore E. Smith, of Akron, Ohio.

ROTARIAN SMITH: Mr. President, ladies and fellow-Rotarians:

The time is short, so I simply want to get down to one or two of the most important points on inter-city relations.

It seems to me that the two things that inter-city relations produce are co-operation and education. Now, you know that in almost every club there are three classes of members. The first third are those whom they call good Rotarians, and the second third are those who are coming along and wish to be good Rotarians but who are not as yet fully started; and the third third are those whom we might call passengers who have enjoyed Rotary and enjoyed meetings, and who think highly of it but have got to be moved and pushed to get into the second third class; and still further we have to instruct them to get them into the first third class of Rotary.

Now, inter-city relations, it seems to me, are about to produce a co-operation and education of this class which will give to all of them the desire to get into the first class.

You know the individual club is no more capable of undertaking this than the individual member is and if you want to get anywhere with it and want to advance and if you want to reach the members of Rotary, you have got to know something about the other clubs.

How can you produce this co-operation and how can you educate the members to it? Where practicable, why not refer a proposed club before it is brought into existence, to the neighboring clubs both long and short time established, so that they may be called upon to express their opinion upon the proposed club, not with the idea of having any veto regarding it, but simply for the purpose of

elevating them. For instance if in the state of Illinois a proposed club was formed in Quincy and the members of the Peoria Club were called upon to express an opinion upon it, it seems to me that by going there and seeing them, or by sending a committee there to see them, it would produce a certain kind of knowledge of what there was there, and what the material was. That would certainly produce an educative result.

The second point touched upon by our chairman in the recent able report of Rotarian Galbraith was illustrated when he said that district meetings are very important things. Now, you know that Rotary was established in the month of February. Why not make the month of February every year the time for the annual get together conferences of all these districts? Last winter twelve of our clubs had the pleasure and privilege of going to Chicago. Some of them had never been in Chicago before, although we are only a day's journey away, and because they were at that meeting they came back ten times better Rotarians than they ever were before.

Thirdly, there is this idea that I would like to present, that we could possibly have a lecturer, not a professional outside lecturer, but a Rotarian lecturer, who might be able to produce this co-operation and this education that we are striving for. It would not be necessary to engage one for each country or the entire United States, but it is advisable when a club finds that its entertainment feature is lacking, and when there is something commonplace about the weekly luncheons or about the monthly dinners, or about any other feature of it, to notify the secretary in Chicago who might give them the name of a man in a neighboring club who can come we can learn of all men, of all kinds and of all nationalities, and of all lands, and let us mingle, and let inter-relations be great and good, and let us mix up with each other, for this same principle will mean the taking away of prejudice and the taking away of envy, and the supplanting of contest by real rivalry, and better yet by co-operation; and then we will reach those things for which we long.

Report of Committee on Publicity and Information

S. H. Cook, Chairman



WIDESPREAD publicity of the most desirable nature has attended Rotary during the twelve months that have passed since we mingled in the sunshine of that beautiful southern metropolis, Houston, Texas.

That this has been the case your committee does not feel a matter for self congratulation for we come before you today with no

accomplishments of merit to pour into your waiting ears—ours is merely a report of progress garnished by a few facts we have picked up by the wayside.

DeHeus of Milwaukee, Sears of St. Louis, Gifford of Erie, Booth of Wichita, all good men and true, with Cook of Syracuse, composed since last August the Committee of Publicity and Information, but our inability to get together for conference has made committee work in the true sense of the word well nigh impossible; therefore, censure the chairman if there is anything in this brief review which offends you.

In Frank L. Mulholland for two years, but more particularly during his term as International

NOTE.—Sam H. Cook, member of the Rotary Club of Syracuse and Chairman of the Committee on Publicity and Information, was not in attendance at the San Francisco Convention and the report of his Committee was read by Oswald Becker, member of the Rotary Club of Davenport.

President, Rotary has had a most powerful disseminator of her doctrines. A student of Rotary and an orator pre-eminent, Mulholland in addition to his other labors, has brought to our Association without intentional effort most delightful publicity. Wherever he has gone his exposition of Rotary has been an inspiration to our members and a revelation to others privileged to hear him. Columns of highly complimentary newspaper comment have resulted incidentally from his willingness to travel in the promotion of our interests.

Divisional conferences in celebration of the tenth anniversary of Rotary the past year have tended to better acquaint the general public with affairs Rotarian for these have been thoroughly "covered" by the newspapers in the several cities in which they have been held, while on their return home, the delegates have been interviewed in numerous instances to the improved understanding of our principles generally. Inter-city meetings also have been numerous and of value from the standpoint of publicity.

In its travels around the United States and Canada the Golden Wheel—California's Invitation to the World—has brought not only California but Rotary columns and columns of favorable and desirable publicity in the public press.

One year ago at Houston you may recall, you adopted the report of Rotarian Skeel, then chairman of this committee, in which were embodied the suggestions that a Rotary club may properly invite publicity with reference to those occurrences and addresses which in themselves are of general interest; that newspapers should be advised that their representatives are always welcome at any Rotary meeting and privileged to publish anything which they consider of news value; that publicity to a reasonable degree stimulates the interest of club members in the work of the local club and gives it a better standing, particularly if engaged in a constructive work of value to the community as a whole.

In all of these suggestions, your present committee concurs. Further it sees no reason why all the newspapers in any city may not be properly included in the regular club memberships. Newspapers have been declared outside of the competitive restriction in many clubs by constitutional provision. So far as your chairman has been able to observe, this provision is productive of good results. While the press is not represented in the membership of the Cincinnati club, Rotarian Wilberding makes a pat suggestion when he says that one particular paper should not be made the mouthpiece for a club but all or none. Either course may well be considered advisable. Your chairman leans to the former view.

It may seem that in the larger cities it might be undesirable to try to include all newspapers as members, Secretary Pearson of the New York Club, however, reports their membership open to all newspapers, and that ultimately they hope to have a representative of each of the great metropolitan dailies actively identified with the New York club.

All of these clubs do not make active members of the newspapers, as for instance Buffalo and Rochester, where they are classed as honorary. Home conditions best govern in instances of this kind, but it would seem that a class so valuable as to be represented by seven honorary members might well be taken as a whole into the active member-

ship as is the case in Pittsburg, Philadelphia and other cities that may be mentioned.

The secretaries of 136 clubs in the International Association have placed before the committee data of interest in this connection. Of these 111 clubs include representatives of 220 newspapers among their members as follows:

40 clubs	1 newspaper each.....	40
41 clubs	2 newspapers each.....	82
19 clubs	2 newspapers each.....	57
7 clubs	4 newspapers each.....	28
1 club	6 newspapers (Pittsburg).....	6
1 club	7 newspapers (Buffalo).....	7
Total		220

Of eight Canadian clubs reporting, five have newspapers represented—Calgary, Halifax, Montreal, St. John and Vancouver. Three which do not are Toronto, Victoria and Winnipeg.

"The Scotsman," leading paper in Scotland, in the person of G. H. Law, partner, is a member of the Edinburgh club.

Thomas Stephenson, British delegate at the Houston convention, writes: "Our ideas as regards publicity are totally distinct from those in America. While I admire your methods in so far as I saw them last year, I feel that they could not be imported into Great Britain—at least not yet."

Nevertheless, Mr. Stephenson reported to the British Association of Rotary Clubs on his return from last year's convention the movement's need of greater publicity in Great Britain and Ireland. "In America practically all of the clubs," he stated, "make friends of the local newspapers and secure good reports of any meeting at which matters of general interest are discussed. The result is that Rotary is known outside its own circle and when a new club is projected there are always plenty of members obtainable without the necessity for a canvas. Now that Rotary is no longer regarded as a selfish, business-getting scheme, such publicity can be productive of nothing but good."

At the last convention of the British Association, Mr. Stephenson brought forward the matter of publicity and discovered to his surprise that two of the clubs were decidedly opposed to it. "I feel sure, however, they will come around in time," he writes, "for I am convinced that proper publicity is essential to the progress of Rotary."

Twenty-five clubs of the 136 reporting do not include newspapers as members, among those in the United States being Boston, Cincinnati, Kansas City, Oakland, Dallas, Memphis, Cleveland and Minneapolis.

Rotarian Collings of Cleveland states that their new constitution and by-laws to go into effect shortly will contain this provision: "The classification of newspaper periodicals and magazines shall be considered not conflicting." This, he states, "will doubtless bring several prominent newspaper men into the club."

In Syracuse we have reached the same end by adding to our standard constitutional section covering membership this phrase, "Except that the limitation of each line of business to one representative shall not apply as to the local daily newspapers of Syracuse."

It is the consensus of opinion of Rotarians generally, we are sure, that publicity should be sought only in exceptional cases. Practically all of the secretaries who have reported agree in this.

Rotarian Kelsey, Toledo's secretary, aptly remarks: "Let your publicity come naturally as a result of the activity of your club and the part it takes in city building and in every good work in the community."

Secretary Wood of Roanoke writes: "Search for publicity other than that necessary for the proper handling of the activities of a club in which the co-operation of the public is sought is not becoming. Service will always find expression."

In a twelve months, the newspapers of Chattanooga published not less than seventy-eight columns of reading matter and cuts pertaining to Rotary and the club of that city. All of this was printed voluntarily and without solicitation, it being handled as news matter of sufficient interest to the general public to justify the publication. We mention this merely as an example of what the clubs are doing toward the education of the public concerning Rotary.

The other side of the picture is represented in the following from the pen of Secretary Nelson of the Minneapolis Club:

"Until recently the Minneapolis Tribune was represented in our club. We have never sought publicity as an organization and do not see any need of it. However, when Rotary principles become more clearly formulated, as I anticipate they will at the convention this year, we believe that we will have a real message to the public and a fine public platform to stand upon. The Code of Ethics published in the June ROTARIAN provides such a platform. If this, or anything like it is adopted at the convention, we shall have big news for the public and a justification for our existence that the public will appreciate and approve.

"As things stand today we in Minneapolis have no real excuse for seeking publicity. We have in our membership the leading business men of the town and we are potentially, at least, the most powerful business organization in town, but we have never attempted to do any work of a civic or public nature. All such endeavor is carried on by our Civic and Commerce Association which includes in its ranks practically all of our members. Therefore, I believe that an effort on our part, systematically to get publicity would only serve the purpose of tickling our personal vanity, or of building up local prestige of which we have no real need."

All but fifteen of the secretaries reporting declare it their opinion that the affairs of their clubs have received what they considered proper newspaper notice. We hope it is not unfair to mention that Pittsburg with six papers represented in the club is one of these fifteen.

No organization is so frequently afforded the opportunity of being brought favorably to the attention of the public as our own through the addresses which are generally delivered before the various clubs by this or that man of note, few of which fail to bear a message of import generally although directly to Rotarians.

Only a few weeks ago, June 27th to be exact, Rotary received mention in the Associated Press reports of the meeting of the Macon club held at Atlanta at which Governor Slayton of Georgia made his first public utterances following the mob demonstrations subsequent to the commutation of Leo M. Frank's death sentence. Two governors, a United States Senator and four-

teen state officials of Georgia were present at this luncheon of the Macon club held over a hundred miles from its home city. Secretary Billings believes this to have been the first time Rotary has been mentioned by the Associated Press aside from conventions.

It will be of interest to record here some of the particular club activities, aside from the usual Christmas charity work, which have attracted merited attention in the press of several cities.

Birmingham: Participation in financial campaign for public library, Y. M. C. A., Associated Charities and the raising of an endowment fund for a Medical College.

Columbus: Newsboys' Dinner.

Davenport: City Beautiful Movement; Financial Campaign to aid the Boy Scouts.

Ottawa: Successful promotion of ornamental lighting system for the city.

Shreveport: Gardening and City Beautiful Plan.

Salt Lake City: Movement for Good Roads.

Chattanooga: Raising \$10,000 for Associated Charities.

Manchester, England: Club work for Belgian Refugees; Formation of contingent of Special Constables.

Edinburgh, Scotland: Special Patriotic work.

Syracuse: Relief fund for Crippled Children.

South Bend: Movement for public playgrounds.

Watertown: Campaign for school additions and improvements.

Toronto: Vacant land gardening.

Cleveland: Christmas plan of assuming the guardianship of ten fatherless needy boys.

New York: The endowment of a hospital room for the care of crippled children.

Publicity in connection with any of the above topics or of any constructive work in which a club participates may be considered helpful, but there is a class of publicity which verges almost on notoriety—the newspapers sometimes emphasize too strongly—and we refer particularly to the "stunts" with which the programs of many of our club meetings abound.

Rotarian Fry, of Harrisburg, has it right when he suggests in his report to your committee that those features of club life to encourage cordial relations among the members should rarely be published as they tend to weaken the standing of a club in its community.

Rotarian Stewart of the Camden club has the same thought in mind when he writes that a "damper should be put on the social end of things so far as the newspapers are concerned."

We suggest to the new Publicity Committee as has been suggested to us that during the coming year suitable articles of different phases of the Philosophy of Rotary be prepared for publication at intervals during the year on approximately the same dates in Rotarian newspapers the world around. A series of such articles would be constructive in the truest sense of the word and the space is to be had for the asking. This is one form of publicity that may well be sought as even Rotarian Nelson of Minneapolis admits.

There is one question which has been submitted to your committee for decision by one of the clubs on which the chairman believes comment is pertinent. This is the publication of special Rotary editions of newspapers in which the individual

club and its members are written up in a complimentary way in exchange for considerable advertising space at the usual rates.

In at least twenty-three cities during the past year have these special editions been issued. In one city there appeared two. Sixty-two secretaries of 136 declared in favor of this form of publicity and 50 as unfavorable. Twenty-four expressed doubt. Secretaries of clubs in three cities where these special editions have been issued, Birmingham, Mobile and Jacksonville, state this form of publicity undesirable, and your chairman agrees with them, as do the other members of the committee with whom he has corresponded in this connection. Of course, local conditions must govern in such cases, but we believe it not inadvisable that the International Association suggest to the local clubs its disapproval of these special editions as being an expense to Rotarians without proper return.

During the past year the committee on Publicity and Information has been called on only rarely for suggestions. The constitution and by-laws state that it shall study out and make public, with the approval of the president, ways and means of enlightening the public through newspapers, magazines, addresses and other methods concerning the ideals, aims, purposes and activities of International Rotary and the affiliating clubs.

In every city almost where a Rotary club takes its proper position the campaign of education is going on. Frequently at home we are called upon to explain Rotary to some other organization and

its relation to those who are not and may not become members. Our good friend Rotarian Gundaker suggests that an explanatory pamphlet discussing this topic may be of considerable value for distribution by the various clubs, and we agree with him. "The Revelation of Rotary to those outside of its ranks," he suggests as the topic and discussion here today may develop such an article as he believes is needed. An exposition on how to explain Rotary to new members he thinks would make a desirable addition to our literature.

Rotarian Gundaker believes that this committee should be a very active bureau, but we are inclined to the thought that the work of necessity must be largely of an advisory nature and that the International Secretary, who also edits THE ROTARIAN so capably must continue to sit in the driver's seat. At present he is responsible for choosing the excellent articles which are issued in pamphlet form by the International Association and the responsibility is well placed.

One particular article of merit descriptive of Rotary and illustrated with the full page pictures of the four International Presidents and the Secretary appeared in the May number of the National Magazine, whose editor, Joe Mitchell Chapple, now an ardent Rotarian, member of the Boston club, will address the Convention at San Francisco.

In closing, the Committee would congratulate most heartily the Committee on International Magazine, THE ROTARIAN, and its editor. Truly this periodical of ours is a real educator in the uplifting of this great organization of ours.

Business Methods Committee Report

R. H. Clarke Chairman



HE Committee on Business Methods takes its existence from the By-Laws of the International Association, its duties being defined as follows:

"The Committee on Business Methods shall study out and make public, with the approval of the president, modern, progressive and ethical methods and standards for business and professional men in general and Rotarians in particular."

It is a matter of regret that it has not been possible to conquer geography in such a way as to make possible a general meeting of the entire committee during the past year. However, the particular duty which was assigned to the committee, namely, of presenting to the convention of 1915 for consideration the Code of Ethics submitted to the 1914 convention, subject to such modification of it as might seem proper, leaves for this convention the large work of giving the proposition sufficient deliberation to accept or reject the Code of Ethics or to defer action for some future time.

The evolution of the ideals of Rotary has been so striking that it can be compared to the blossoming of a fragrant flower under the warm in-

fluence of the careful thought and unselfish loyalty which has been given to it, not only by its officers and leaders, but by the rank and file of its membership. The soil from which it has sprung was ready for the seed, but even those who planted it could not have anticipated either the luxuriant or the profusion of blossoms which it perennially produces.

The ideals of this Rotary Club have been put on such a high plane that it is quite time that the thoughts which have subconsciously actuated its purposes be crystallized by adopting a Code of Ethics. The whole can be no greater than its parts; a river can rise no higher than its source; the Rotary Club can never be greater than the ideals of its members. So it would be futile to attempt to establish for an organization a Code of Ethics which would not be not only approved but be lived by the individuals of its membership. The ethics of the individual then, become the ethics of the whole.

A noteworthy contribution to the literature of Rotary ideals is found in a personal code of ethics written by a young engineer, Thomas Van Alstyne, for personal use only and published by his relatives after his death. It follows:

"To respect my country, my profession and myself. To be honest and fair with my fellowmen, as I expect them to be honest and square with me. To be a loyal citizen of my country. To speak of it with praise, and act always as a trustworthy custodian of its good

NOTE.—R. H. Clarke, member of the Rotary Club of Tacoma, and Chairman of the Committee on Business Methods, was not in attendance at the San Francisco Convention, and the report of his Committee was read by Rotarian F. J. Zumstein of Cincinnati.

name. To be a man whose name carries weight with it wherever it goes.

"To base my expectations of reward on a solid foundation of service rendered. To be willing to pay the price of success in honest effort. To look upon my work as an opportunity to be seized with joy and made the most of, and not as a painful drudgery to be reluctantly endured.

"To remember that success lies within myself, in my own brain, my own ambition, my own courage and determination. To expect difficulties and force my way through them. To turn hard experience into capital for future struggles.

"To believe in my proposition, heart and soul. To carry an air of optimism in the presence of those I meet. To dispel illtemper with cheerfulness, kill doubts with strong conviction, and reduce active friction with an agreeable personality.

"To make a study of my business. To know my profession in every detail. To mix brains with my efforts and use system and method in my work. To find time to do every needful thing by never letting time find me doing nothing. To hoard days as a miser hoards dollars. To make every hour bring me dividends, increased knowledge, or healthful recreation.

"To keep my future unmortgaged with debts; to save as well as earn. To cut out expensive amusements until I can afford them. To steer clear of dissipation, and guard my health of body and peace of mind as a most precious stock in trade.

"Finally, to take a good grip on the joys of life and to play the game like a man. To fight against nothing so hard as my own weaknesses and endeavor to grow in strength, to be courteous to men, faithful to friends and true to God."

It would be well if every Rotarian adopt that creed as his own, if for no other reason than that it will lead him into his share of the enforcement of the broader Code of Ethics of this Association.

Editor's Note: We find that this Creed is substantially the same as "The Salesman's Creed" which was copyrighted in 1905 by W. C. Holman, Editor of *Salesmanship*.

Between the individual and the International Association stand the trade sections and the local clubs. In the professions and in business certain well defined rules, as distinguished from law, de-

fine the course of action for the ethical individual as a member of his particular profession or trade. To have such an expression of ideals is valuable for a guide in doubtful places and should be generally adopted by the trade sections of this Association. It would be well if the various trade sections could write for themselves a statement of the right principles of conduct such as are already written for some of the professions.

But the principal thought for this convention is the Code of Ethics for the International Association. The Code submitted to the convention at Houston has twice been printed in *THE ROTARIAN* during the past year.

A study of the code shows it to be a well phrased and comprehensive expression of the fundamental ideals of Rotary. We congratulate the committee who gave that expression to those sentiments and with them gave voice to the ideals of Rotary. The note of personal responsibility which pervades it indicates the individual obligation to society and professional morality; the wholesome emphasis of the acknowledged fact of "no success without morality" strikes the keynote of Rotary Ideals.

We recommend its adoption as the Code of Ethics of the International Association of Rotary Clubs, with the hope that it may be an inspiration and a light by which our feet may be guided, to the end that membership in a Rotary Club may come to be an endorsement of moral responsibility equivalent to the highest ratings of the commercial agencies in the field of financial responsibility. (Editor's Note: The report, including the Code of Ethics, was adopted. The Code of Ethics was published in the August, 1915, issue of *THE ROTARIAN* as adopted by the convention, but it will soon be ready for distribution in the form of an attractive office hanger or something of the sort.)

Texas Convention Watermelon Party

The Rotarians from Texas wound up the week in San Francisco in fine style with another of their successful watermelon parties which was held on the grounds of the Texas Building at the Exposition grounds Friday night, July 23rd.

It was a cool night and overcoats were much in evidence but this did not interfere with the eating of nearly a thousand watermelons, and the Rotary spirit of enthusiasm

and good fellowship was sufficiently warm to offset the coolness in temperature.

Most of the delegations from the Texas Rotary Clubs were quartered at the Normandie Hotel, which during that week seemed like a bit of the Lone Star State transplanted into the heart of the Golden Gate City. Everybody was willing to admit that the Texans are a live bunch.

A Good Thing To Do

A number of Rotary Clubs already have inaugurated the practice of having one member read and comment upon the report of the Committee on Philosophy and Education, Glenn C. Mead, Chairman, which was presented at the San Francisco Convention. The delegates from

a few of the clubs secured typewritten copies of the report but the entire report, including the introduction and the discussion on the floor of the convention following it, is published in full in this issue of *THE ROTARIAN* and thus is available for all clubs.

Report of Committee on Public Affairs

W. B. Paddock, Chairman



URING the year 1914-15 your Committee on Public Affairs has had no meeting, nor has there been referred to it any matter whatsoever by the Board of Directors or other officers of the International Association.

The Committee found no business of an unfinished nature pending and nothing left over from the preceding administration; and what has been accomplished has had to be done and accomplished through the efforts of individuals.

At this time a cordial acknowledgment is made to Rotarian Clarence Wilson Brazer for the splendid contribution to Rotary endeavor and Rotary information, as disclosed in his report submitted herewith, the work of Mr. Brazer being the outcome of a conference of the architects' section at the Houston convention. (Note: Mr. Brazer's report was published in the August issue of THE ROTARIAN.)

The philosophy, the ethics, the letter and the law of Rotary all point and lead away from politics, but this does not necessarily preclude Rotarians from participating in and making local application of Rotary principles to political conditions and situations. The dividing line between politics and public affairs is so imaginary, so uncertain, so indefinite, as to result in a conflict between an active Rotary effort and the plain word of the law of rotary, if the Rotary Club concerns itself with municipal, public or civic conditions and affairs.

Early in the fall of 1914 letters were addressed to officers and committees of various clubs in different states in an effort to procure first hand, detailed and definite information as to the thought of the clubs and the application thereof on this question of public affairs; answers in many cases, and, in fact, in most cases, were vague, indefinite and in the majority of cases theoretical, rather than practical. Your committee was in search of the concrete, and it found only the abstract; your committee was trying to find the footprints of Rotary in public affairs, and what it found was either a guide book or a thesis on good citizenship.

No fault is to be found, and assuredly no adverse criticism is intended with the conditions as they were reported in response to the inquiries; every delegate present can, in his own mind, here and now frame what would be his answer, should he be unexpectedly now called upon to report the policies and activities of his club on the question of Public Affairs; such were the answers received.

In many clubs it was found that the charitable and eleemosynary undertakings were the outward signs of the interest of the club and its members in public affairs; and while clubs and the members of Rotary clubs cannot be too heartily commended for their splendid charitable and loving undertakings and good deeds, yet these were not the things in the minds of those who created this department of Rotary effort.

NOTE.—W. B. Paddock of Fort Worth, Chairman of the Committee on Public Affairs, was not present at the Sixth Annual Convention, International Association of Rotary Clubs, and the Committee's report was read by Rotarian Glendon Wilson of Cincinnati. It was accepted as read.

It was found after the contribution of Mr. Brazer had been submitted that his report was, in the main, a repetition of that intended to be submitted by the committee, and no effort is made to transgress on what he has to say.

Your committee made the further effort to bring to the attention of widely distant clubs suggested topics for consideration and discussion at club meetings, within the scope of what the Chairman of your committee believed to be, strictly speaking, Public Affairs. To many of the suggestions, which were accompanied by requests for reports of results, no responses were had; in the majority of reports it was respectfully submitted that the suggestions were not pertinent to local conditions and would accordingly not be assigned a place on the club program; in a few instances the writers of the replies advised that the Rotary Club took no part in politics—the rest may be guessed.

It is true that, under certain conditions, campaigns for better public sanitary service may be and become a live political issue, dividing men, clans, parties and clubs; while a Rotary club could well afford to endorse the subject in the abstract, if the club became a party to the local discussion it would be in the very middle of a political campaign. The location of new schools, of new parks, the building of hospitals and the creation and maintenance of play grounds, the study of municipal finances—whether city, county or state—are all matters which should interest Rotary Clubs and the members thereof, and clubs ought to be permitted to discuss these matters; yet when it comes down to the doing of these things the clubs become divided, possibly, and would certainly be charged with being in politics, for the study of them in the abstract would not attract the interest of the club and would but little profit the membership.

No city with a Rotary club is without a chamber of commerce or an organization of like character; every city with a Rotary club is blessed with a commercial organization performing the usual, customary and ordinary functions of a chamber of commerce.

The conclusion has been reached by the writer that where an active commercial organization exists, applying intelligence, industry, time and energy to the general and public welfare, aiding and assisting in the material development of its city, members of the local Rotary club are among those found on the firing line, giving of their means, their time and their very being. Instances of conflict between the Rotary club and such a commercial body, which might be called a conflict of jurisdiction, have come to light, but the patriotism of the parties has prevailed, and the Rotary club has recognized the chamber of commerce as being the organization of primary and superior jurisdiction, in general, in matters of commercial questions before the city as a whole. It is the opinion of the writer that Rotary clubs should so recognize the local chamber of commerce under whatever name it does business.

But Rotary clubs are found creating opportunities to add to the organized public service, and have fought many battles, single-handed and alone, resulting in material benefits to the city.

It is the opinion of the writer that a declaration should be made by the convention or by the Round Table under the direction of the convention and with its approval, that local Rotary clubs should recognize the superior jurisdiction of commercial organizations, generally known as the chamber of commerce.

It is, accordingly, submitted and recommended that this convention shall, either directly or through its committee on resolutions, or through a recommendation from the Round Table on Public Affairs, outline the work of the Committee on Public Affairs for the year 1915-16.

It is further recommended that through one channel or the other there shall be prepared an outline of suitable topics for study, debate, discussion or address, for the use of the Public Affairs committees of the individual clubs, and that such outline of topics shall be circulated through THE ROTARIAN or from the International Secretary's office through the proper channels to the individual clubs.

One fixed conclusion was reached, however, after a bird's-eye view of Rotary clubs and Rotarians throughout the United States, which should be the source of great pride to the organization, and this expression is given as a result of that observation:

Where there have been before the public in the various cities big questions for the public to solve and affecting the citizenship the members of the Rotary clubs have been found on the big side of these big questions and have been out in the open, declaring themselves for those things which contribute to and make possible a better and more useful citizenship and a greater enjoyment, comfort and safety from organized society—that is the city, county and state.

Some Rotarians have been elevated to office, some have attained public preferment, and some have had honors thrust upon them, and others have received honors because they were Rotarians, but the principles of Rotary have made them more worth while to their city or their state, and they have responded to the demands for broader service.

The Sylvan Call

By Stewart C. McFarland,

President Pittsburgh Rotary Club

Alone upon some wooded mountain side,
Where lonely glades and forest shades abide,

Now let me roam;

Where sleeping echoes and the silent voice
Of nature and of solitude rejoice

The heart alone.

To stroll in peace along some bosky path
And breathe the perfume which the forest hath

Alone to give;

To drink the nectar of the mountain air
And, drinking, find in it surcease of care—

That is to live.

Amid a wilderness of crowded folk
We dig for gold—forever in the yoke
Of Mammon's thrall;
We breathe an atmosphere of stress and toil,
We burn too constantly the midnight oil,
We're bondmen—all.

And yet grim poverty is oft our end,
Though toward the goal our ev'ry hour we bend,
And, failing, fall;
Then why be slaves to penury and care,
And loose the Open Road, God's soil and air,
Worth more than all?

LOSSES FROM HURRICANE EXAGGERATED

TEXAS SUFFERS FROM SEVERE STORM BUT RECOVERS QUICKLY

South Texas Rotary Clubs Grateful for Sympathy and Offers of Assistance from Sister Rotary Clubs

(The following telegram was received at International Headquarters from Vice President Cornell, with the request that it be published in the September issue of THE ROTARIAN):

Houston, Texas, Aug. 19-'15.

C. R. Perry.

Sec'y. Int. Assn. Rotary Clubs, Chicago.

The Rotary Clubs of South Texas Gulf Coast take this occasion to acknowledge their heartfelt gratitude for the Rotary spirit evidenced in warm condolences received following recent hurricane and storm. As an opportunity for genuine Rotary service Texas Rotarians ask their fellow members of the World to assist in controverting and discouraging exaggerated statements of loss. Some lives lost in low lands. Residence property slightly damaged, broken glass and other easily repaired and inconsequent damage now practically adjusted and business conditions more prosperous than ever. Crop movements not delayed. All ports uninjured. Genuine progress evidenced everywhere in affected districts. False reports wantonly damaging community abroad. Thanks for sympathy. No relief requested except influence of Rotarians in discouraging belief of such distorted facts among all businessmen.

Rotary Club of Houston.
Rotary Club of Galveston.
Rotary Club of Beaumont.
Rotary Club of Port Arthur.

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Help Wanted

We are pleased to be able to present in this issue of THE ROTARIAN practically a complete report of our wonderfully successful convention at San Francisco. Now we shall have another eleven months in which to record the growth and activities of Rotary and Rotarians and to prepare for the 1916 convention at Cincinnati. THE ROTARIAN has been improving continually, just as Rotary has been growing, and we want to maintain the pace. President Albert will help us out of his rich experience in newspaper and magazine editing and publishing. He has big ideas of what our magazine should be and can be, and to carry them out successfully will require not only the best efforts of the entire staff, but the co-operation of all Rotarians. Criticism of a constructive character is particularly valuable and earnestly invited.

C. K. P.

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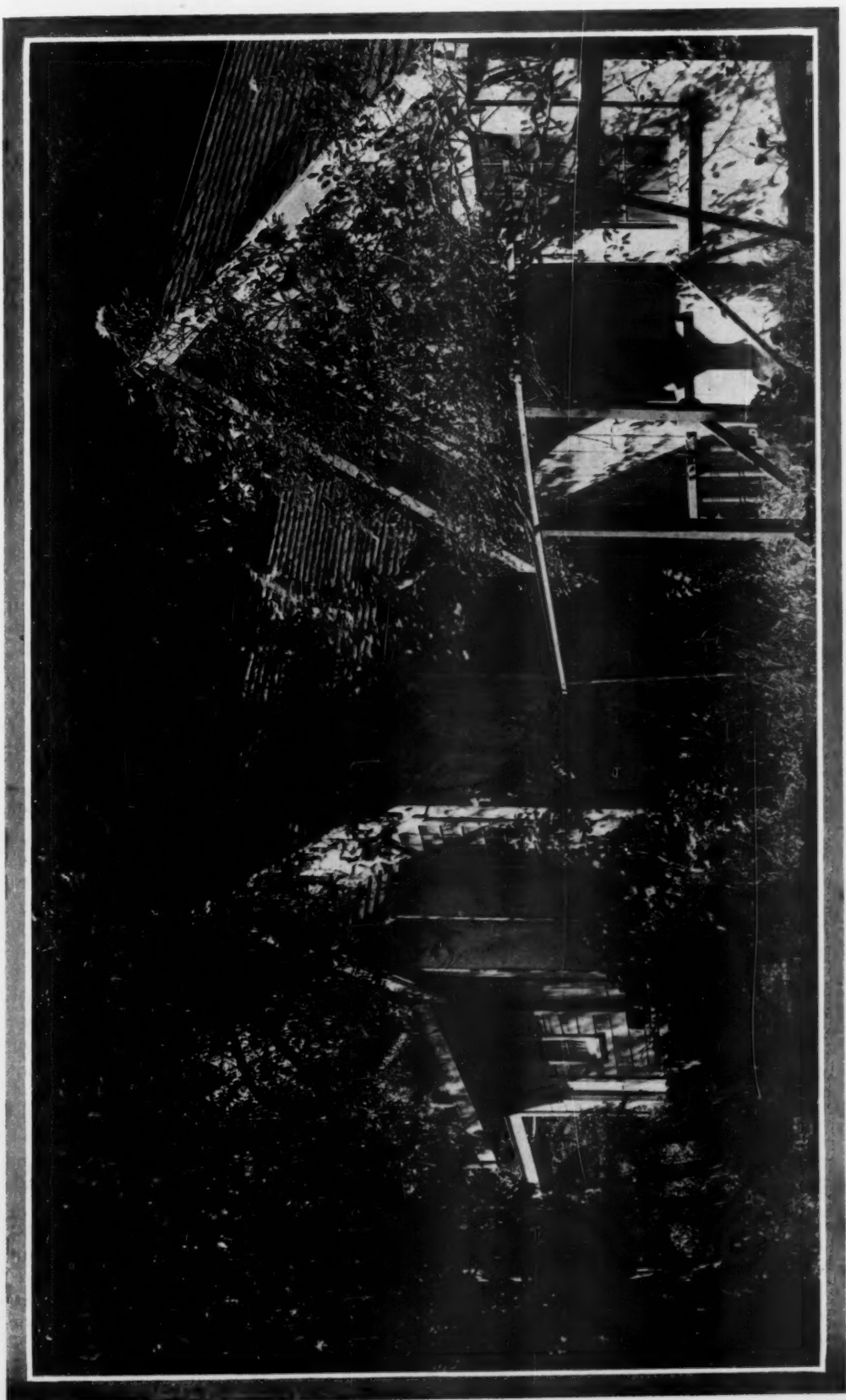
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THE 1915 CONVENTION.

(Continued from page 228.)

joyable thing about the banquet to me was the keen enjoyment that I saw in the faces of the Rotarians and guests present," said Rotarian Eugene M. Tilden of Washington city, "the comradeship, good fellowship and spirit of Rotary prevailing throughout the entire assembly. Dull care and worry were noticeable by their absence. The keen interest manifested by the guests as well as the delegates in all the speeches impressed me. It was wonderful to note the willingness of such a large assembly to come at once to order, upon the stroke of the gavel—everyone quiet and giving close attention. The toastmaster asked to have chairs moved close in, giving a less formal appearance and enabling all to hear and see better.

"The courses were well served and with a considerable degree of promptness. All my friends agree with me that the banquet was a decided success as was every event during the convention.

"The San Francisco Rotary Convention will long be remembered by those present as a great success both for the business accomplished and the friendships formed."

The nominations of officers followed, and the meeting adjourned at half past twelve.

THE DAY AT OAKLAND

There were many expressions of wonderment when the Rotary Convention packed up and moved from San Francisco to Oakland for the session on Thursday, July 22nd—wonderment that such a thing could be done without interfering with the work of the meeting. But it was done successfully, through the efficient co-operation of the Rotarians of the two cities.

Following the adjournment of the banquet Wednesday night and the departure of the Rotarian-loaded ferry boat for Oakland Thursday morning at nine o'clock, the ballots containing the names of all men nominated for president, vice-presidents, treasurer, sergeant-at-arms and district governors had been printed, and these were distributed to the delegates upon the boat going over. At the dock in Oakland special trains were waiting to take the Rotarians to the Municipal Auditorium, where the convention sessions were held, and by ten o'clock the convention was under full speed.

V. O. Lawrence, President of the Oakland Club, called the meeting to order and welcomed the Rotarians on behalf of the Oakland Rotary Club and assured the visitors that the city belonged to them.

The day at Oakland was as enjoyable a day as any Rotarian can imagine. The portion of the Auditorium in which the meeting was held was tastefully decorated with flowers and shrubbery, and the Oakland Rotarians

(Continued on page 298.)

More Money In Your Pocket

WHETHER YOU are an advertiser or a buyer of advertised goods—which is everybody!—the Associated Advertising Clubs of the World are putting money in **your** pocket.

An ad club—the offspring of a desire for better, more effective, more resultful advertising—helps all parties concerned. It helps the advertiser, for through it, he becomes a better advertiser, and it helps him by bringing his patrons to a better appreciation of advertisers and advertised goods.

If you are not thoroughly familiar with this great ad club movement, you need ASSOCIATED ADVERTISING, the voice of the Associated Clubs. It belongs to the 11,000 forward-looking men who make up the clubs.

WE WILL GLADLY send a sample copy. We will also send a booklet, "The Story of the Associated Advertising Clubs of the World." We will help you organize an ad club in **YOUR** city if you feel the need of one.

ASSOCIATED ADVERTISING

Published by the
**ASSOCIATED ADVERTISING CLUBS
OF THE WORLD**

At Indianapolis, Ind.

P. S. Florea, Business Manager
Indianapolis

F. E. Morrison
Advertising Manager

1133 Broadway,
New York

R.

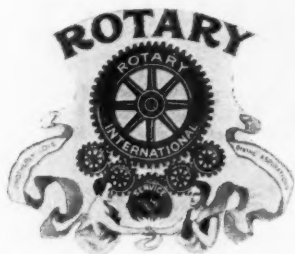
P. S. Florea
Indianapolis.

Please let me
see a sample copy of
ASSOCIATED
ADVERTISING.

Name

Street

City State



ROTARY CIGARS

Will suit you. Not only because they are Rotary Cigars, but because they are Good cigars.

They are made by men who have had charge of some of the leading factories in Havana, Cuba, and you will find them equal to the finest Imported Cigars.

MADE IN BOND.

"MADE BY MEN WHO KNOW HOW"

Arango, Villazon y Ca.

Successors to Quiros, Villazon y Ca.

Tampa, Fla.

THE 1915 CONVENTION.

(Continued from page 296.)

seemed determined to prove that, no matter how well their brothers across the bay had taken care of the visitors, they could do just as well.

The first business transacted was the reading of the report of the Resolutions committee, of which William Gettinger was chairman, which had worked night and day since Sunday to be prepared with a model report. Without exception, the recommendations of the Resolution Committee were accepted and the report adopted. Following is a summary of the work of this committee:

Resolutions Adopted

Authorizing the president and secretary to have copyrighted the names "International Association of Rotary Clubs," "Rotary Club" and "The Rotarian," and the international emblem and to have introduced in the Congress of the United States an act providing for an international charter for the Association.

Recommending that all Clubs in the Association amend their constitutions so that their fiscal year shall run from 1st June to 31st May, and their semi-annual periods for the collection of dues, etc., from 1st June to 30th November and 1st December to 31st May. This resolution was adopted to give the clubs thirty days' time in which to make their annual reports of membership, etc., prior to the closing the Association's fiscal year on 30th June.

Expressing the thanks and appreciation of the convention to the ministers of San Francisco and Oakland, who so ably and generously complied with the request to preach Rotary sermons on the 18th of July.

Authorizing the Board of Directors of the Association to establish a registration fee of ten dollars per delegate to the conventions, beginning with the 1916 convention, in order to provide amply for the expense of future conventions.

Requesting and authorizing the incoming Board of Directors to adopt a standard constitution and by-laws in conformity with the present usages and spirit of Rotary, to be adopted and used by all newly affiliating clubs.

A resolution stating that "it is the sense of the convention that it would be wise for all local clubs to abstain from the use of the word Rotarian as a part of the name of local publications." This resolution was based upon that portion of President Mulholland's annual report reciting that the use of the word Rotarian by clubs in this manner causes considerable confusion.

A resolution stating that "it is the sense of this convention that trade and professional section meetings, instead of being held during an entire session of the convention, be held at a model Rotary luncheon to be given the first day of the convention, and that each section be seated at a separate table for the purpose of acquaintance, fellowship and conference."

A resolution of thanks, expressed by a rising vote, to the clubs of California, civic authorities,

(Continued on page 300.)

REMINGTON

Typewriter Company Awards

at

Panama-Pacific International Exposition

(Confirmed by Superior Jury)

GRAND PRIZE

FOR "EXCELLENCE OF ITS PRODUCT."

GOLD MEDAL OF HONOR—For "Its Educational Value."

GOLD MEDAL—For "The Flexibility and Wide Range of its Adding and Subtracting Typewriter." Wahl Mechanism.

GOLD MEDAL—To Remtico Typewriter Ribbon and Carbon Papers—For "Quality and Variety."

Highest Possible Award in Every
Department of Our Business

Remington Typewriter Company

(Incorporated)



The 'Leven

Are back on the job again ready to serve you. You'll want something classy for your fall and winter advertising campaign. The 'leven & leather are synonymous. Just vote for what you want.—Thanks!

BUSINESS GIFTS

- | | |
|---|--------------------------|
| For Sales Conventions | <input type="checkbox"/> |
| For Trade Gatherings | <input type="checkbox"/> |
| For Christmas Remembrances | <input type="checkbox"/> |
| For Rotary events, including Ladies Night | <input type="checkbox"/> |

PREMIUMS OR BONUS

- | | |
|----------------------|--------------------------|
| For Salesmen | <input type="checkbox"/> |
| For Dealers | <input type="checkbox"/> |
| For Retail Customers | <input type="checkbox"/> |

Suitable for Men ☐ For Women ☐

Date to submit Samples _____

Approximate No. of Pieces Needed _____

Approximate Price Per Each
(Please do not overlook this)

Signs ☐ Catalog Covers ☐

Anything else you may have on your mind _____

Sign here and then mail your vote to the 'leven

Yours right cheerily,

Chas. H. H. Sullivan

for THE LEATHERSMITH SHOP
1033 Race Street, Philadelphia, U. S.



It was a great Convention and San Francisco is "all right."



THE 1915 CONVENTION.

(Continued from page 298.)

newspapers and the clubs who entertained delegates en route to the convention for the hospitality and good fellows..ip that was extended.

That the practice of asking club secretaries to act as agents in the sale of goods or on consignment be discouraged, that no club secretary accept a consignment of goods which is sent to him without previous arrangement, that the practice of secretaries accepting consignments by arrangement be discouraged, and that no paid secretary or assistant secretary in any club be permitted, without the authority of the local Board of Directors, to act as agent or accept any goods to be sold to the members of Rotary.

A vote of thanks to Caesley R. Perry, "our beloved secretary, for the many courtesies extended to the secretaries of local clubs and for his help in the advancement of the cause of Rotary." This resolution was offered by the Round Table of Club Secretaries.

A resolution offered by the Round Table on Publicity, providing "that it is the sense of the Round Table on Publicity that all daily newspapers in Rotary Club cities should be members of the respective clubs, provided that the men who represent these newspapers measure up to Rotarian standards."

That the Code of Ethics adopted by the International Association be given wide publicity, and that the International Headquarters use every means available through newspapers, trade journals and other avenues of publicity to publish to the world the ethical standards and aims of Rotary. This resolution was offered by the Round Table on Publicity.

Resolutions Not Adopted

Resolutions relating to the following subjects were offered to the convention through the Resolutions committee, but were not adopted, the report and the recommendation of the committee being either that the resolution be not adopted or that no action be taken or that the resolution was contrary to the fundamental principles of Rotary.

Relating to the development and protection of the American Merchant Marine.

That the office of the Secretary of the Association should be kept entirely distinct from the office of the Managing Editor of THE ROTARIAN, and that the Directors be instructed to take suitable steps to make such separation of the offices designated.

That "this convention instruct the incoming executive to seriously consider the fixing of a regular date for our annual convention and suggest that this be the second Monday in September each year."

That the International Association recommend that at the meetings of Rotarians during the week of 29th November to 5th December, 1915, the subject of electricity and its bearing on the progress, prosperity, protection and comforts of the people be chosen as an appropriate one for presentation and discussion, and that the member clubs take advantage of the co-operation to this end offered by the Society for Electrical Development.

TARE OFF HERE

(Continued on page 302.)

CINCINNATI

IS GRATEFUL

for the unanimous support given its delegation at the San Francisco Convention for selection of the Queen City of Ohio as the

1916

CONVENTION CITY

Our heartfelt thanks are extended to all sister Rotary Clubs and individual Rotarians who helped us in our three years' campaign for this high honor.

CINCINNATI

WILL MAKE GOOD

and will give the International Association still another yet higher standard for other convention cities to follow. We hope to see you all in CINCINNATI, 1916. Again, we thank you.

The Cincinnati Rotary Club
The Cincinnati Chamber of Commerce

Kno^{the} Belts



They Look Better
They Last Longer
Than Other Kinds

Kno^{the} Belts



From the lowest to
the highest priced
belts, one feature
always prevails—
intrinsic value.

Knothe Brothers, Inc.

122-124 Fifth Avenue, NEW YORK

THE 1915 CONVENTION.

(Continued from page 300.)

That "Rotary Specials" be made up exclusively of Rotary members and their immediate families.

A resolution relating to government aid for a national highway, offered by the Rotary Club of Salt Lake City.

That there be established a department of Youth Achievement to further all means which furnish opportunities and incentive for boys and girls to apply the formal instruction received in the school room, that youth may become more efficient and that labor may be dignified. (The committee recommended no formal action, but recommended that the secretary ask Judge Willis Brown of Salt Lake City to prepare a statement regarding this movement to be sent to the local member clubs.)

A resolution relating to the establishment of an entertainment clearing house in each division, presented by the Round Table on entertainment and program.

That the presidents of all clubs be "urged to inaugurate a campaign among members and non-Rotarians demonstrating that Rotary is a potent force for the uplift of humanity, a force that has been generated and which may exert its influence under the conditions that provide for the elimination of conflicting business interests among those who subscribe to the principles of the International Association of Rotary Clubs."

That each club locate its secretary's office according to the conditions and needs of the several cities and according to the size of the city and club and the revenue available.

To encourage the adoption of an amendment to the constitution of affiliating clubs providing a means for the retention of valuable members retired from no fault of their own by the terms of their present article on membership.

That the Association endorse the proposition of a National McKinley Birth Place Memorial Association and send its encouragement to those directing the project on the occasion of its sixth annual convention.

That all meetings of the International Convention should be strictly of a Rotarian business nature and should adjourn at one p. m.

A recommendation that hereafter at all International Conventions all papers proposed to be read first be submitted to a Board of Censorship appointed by the president, so that the superfluous and uninteresting matter may be eliminated and that addresses and papers shall not consume more than ten minutes in delivery thereof.

That the "Rotary Marching Song" written by Rotarian Henry F. King of Boston be adopted as the official marching song of the Association.

The report of the Committee on Public Affairs, of which W. B. Paddock of Fort Worth was chairman, was read by Rotarian Gideon C. Wilson of Cincinnati and was followed by a helpful discussion. (For this report see page 290.) Then Chas. G. Heifner of Seattle read his paper, "Rotary's Province and Limitations in Civics and Charities," an illuminating revelation of what Rotary can

(Continued on page 304.)

APPRECIATION

SAN FRANCISCO AND CALIFORNIA

have been delighted and honored with your presence.

As you were welcome during the Convention period so you will always be welcome to the Golden State of the Golden West.

Welcome to Our Golden Land;

Bring your heart and let us win it.

Welcome: Here's our friendly hand

With our own heart pulsing in it!

Edwin Markham

ROTARY CLUB OF SAN FRANCISCO



WHEREVER
you go—
whatever you
do— don't be
hampered by the
bunching, bind-
ing and balking
of new - fangled
or old-fashioned
underwear.
Get into a suit of
snug-fitting, comfort
giving

Superior
THE PERFECT UNION SUIT

---the free and easy union suit that can't gap in the seat, can't bind in the crotch. Superior has no drawers to slip and slide--no shirt to bunch 'round the waist. Its buttonless seat opens when you want it open--- stays closed when you want it closed.

DeLuxe Catalog showing fabric samples
and quoting prices sent free on request

The Superior Underwear Co., Piqua, O.
Makers of the Active Man's Underwear



FOR YOUR CHILDREN AUTHENTIC HIGHLAND COSTUMES

are exceptionally smart and rich. My suits are authentic, direct imports, made to measure for boy or girl in tartan of any clan. I will also take orders for adult costumes.

Sent Postage and Duty Paid
Complete With Brogues \$40
And Up

SEND COUPON FOR SELF-
MEASUREMENT BLANK
TODAY.

SAM M. SCOTT
Boys' Specialist
VICTORIA, B. C.
(Member Victoria
Rotary Club)

Sam M. Scott
Boys' Specialist
Victoria, B. C., Can.
Please send me High-
land self-measurement
blank without obligation.
Name.....
Address.....

THE 1915 CONVENTION.

(Continued from page 302.)

do and is doing in this field of human activity. (For this address see page 274.) Rotarian Frank Hering of South Bend moved that a rising vote of thanks be extended to Heifner, and that the editor of THE ROTARIAN be requested to publish his address at the earliest opportunity and the motion was carried. Comment upon and discussion of Heifner's talk brought Guy T. Keene of San Diego and T. K. Smith of Syracuse to the floor with additional helpful remarks.

Allen D. Albert's scholarly and masterly talk, "The Way to World Peace," was a fitting climax to an unusually interesting session and Arch Klumph was responsible for a motion extending him a vote of thanks and requesting the editor of THE ROTARIAN to print the address in the September issue. Rotarian Wilson of Cincinnati wanted to amend Klumph's motion and provide that the address be published in pamphlet form and distributed among the Rotary Clubs in quantities so that it might be placed in the hands of many outside of Rotary. The final disposition of the matter was a unanimous vote that "it is the sense of this convention that the publication of Rotarian Albert's address be referred to the incoming administration and that, if possible, it be circulated beyond the membership of Rotary." (The address is printed in this issue: see page 257.)

The Oakland Rotarians presented the International Secretary with a handsome framed photograph of "The Heights"—the famous home of the California poet, Joachin Miller, in the mountains just outside of Oakland.

The achievement of the members of the Oakland club in serving luncheon for the entire convention in the same auditorium where the sessions were held elicited much praise and favorable comment. A splendid luncheon was prepared in one end of the great hall, while the convention was in session in the other end, the two sections being separated by a handsome drop curtain flanked by palms and flowers.

During luncheon the election committee counted the votes and reported the results.

ELECTION OF OFFICERS

The first ballot resulted in no election for the presidency, Guy Gundaker of Philadelphia receiving 153 votes, Allen D. Albert 107, and E. L. Skeel of Seattle 73. On the

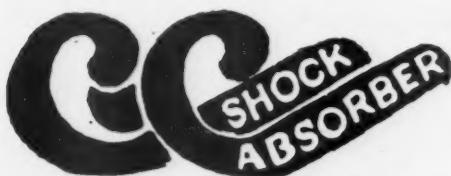
(Continued on page 306.)



**Heavy
Car
Type
 $\frac{1}{3}$ Size**

**You can now buy
Standard Cox Shock
Absorbers (heavy car type)
for \$10 (complete set for rear)**

Men who enjoy greater comfort and who protect their cars against depreciation are the most enthusiastic users of



Standard C. C.'s are the Steel Triple Coil type that make easy riding a reality. Both lubrication and adjustment are ideal and they stand abuse—cost but

\$10.00 A Set

**And this improved
double-spring, Heat-
treated Steel**

Model for FORDS

Are Now Selling For

**\$8.00—Set of 4
Set of 2—\$4.50**

We publish an interesting booklet, "C. C. Because—" it's worth your reading. Not every dealer can sell you C. C.'s so send for our booklet and we will tell you the name of the Cox dealer near you—he's a good man to know.

COX BRASS MFG. CO.

Department K. Albany, N. Y.

Branches or distributors in all principal cities in U. S. A.

COX BRASS MFG. CO., Dept. K, Albany, N. Y.
Gentlemen:—Please send me your Free Book.
Let "C. C. Because—" and name of your
nearest dealer. My car is
Name.....
Address.....

Rotary Watch

Stem
Wind
and
Set

A practical time-keeper, guaranteed for one year.



Two-
Thirds
Actual
Size

Gun metal finish, sent post paid on receipt of price,

Watch---\$1.50 Fob---25 cts.

G. A. Schlechter Co. READING, PA.

Makers of Local Rotary and Guests Name Badges, Recognition Emblems, Souvenirs, Advertising Novelties, Booster Badges in Metal, Celluloid, Ribbon and Flags and Pennants.

G. A. SCHLECHTER, Rotarian.

Write for quantity prices. They will interest you. Both the Watches and Fobs make excellent Advertising or Premium Souvenirs. Your local Club emblem or Initial, Photo, Lodge Emblem, Advertisement, etc. can be inserted in back of Watch or in the Fob, making ideal Rotary Souvenirs. We furnish celluloid desk holder for the Watches in white, blue or pink at 15c additional. Premium Watches of all kinds.

DEALERS and AGENTS WANTED

Reading About Reading, Pennsylvania

is not enough.

You must pay us
a personal visit

Rotary Club of Reading, Pa.

European Plan

Absolutely Fireproof

The Berkshire

LEADING HOTEL

Northeast Corner Fifth and Washington Sts.
READING, PA,

PETER KLEIN
Managing Director

Rates \$1.50 up
With Bath \$2.00 up

THE 1915 CONVENTION.

(Continued from page 304.)

second ballot Skeel's name was dropped and Albert was elected, receiving 165 votes to 154 for Gundaker.

All of the three vice-presidents were elected on the first ballot, Gettinger of New York beating Cornell of Houston by one vote for the first place, the count being 217 for Gettinger and 216 for Cornell. Pidgeon of Vancouver was elected third vice-president over Victor of San Francisco by the narrow margin of two votes, the count being 157 for Pidgeon and 155 for Victor: David C. Farrar of Pittsburgh received 123 votes, W. A. Peace of Toronto received 90 and Jacob Stocke, Jr., of St. Louis received 31.

There was no contest for the offices of Treasurer and Sergeant-at-Arms, and Chapin and Adams were elected, as were the District Governors nominated at the district meetings the previous afternoon.

AFTERNOON SESSION

The afternoon session Thursday at Oakland was taken up largely with the delightful work of getting acquainted with the new officers, but before this began Rotarian C. W. Dawson of Muskogee read a very carefully prepared, interesting and helpful paper on "Extension in Rotary," which was followed by an able discussion and comment by Rotarians R. J. Copeland of Toronto, Ryan of Calgary and Biggers of Detroit. (For the report see page 262.)

The talk on "Youth Achievement" by Judge Willis Brown was full of pep and ginger and aroused a great deal of interest.

The Credentials Committee awarded the attendance cup to the Cincinnati Rotary Club, who had eighteen registered delegates present and a total of 89,208 miles of travel. New York was second, with thirteen delegates and a total mileage of 85,176. The Houston Club was third with nineteen delegates and 80,712 mileage. The Kansas City Club was fourth, with 79,800 miles, and the Albany Club was fifth with 62,660 miles.

President Mulholland requested the Vice-President of the Rotary Club of Toledo (which won the cup last year) to present it to Fritz Galbraith, President of the Cincinnati Club. Galbraith did not know it, but that was only the first time that day when he as President of the Cincinnati Club was to be presented with a great Rotary privilege, for late that afternoon, after the adjournment of the convention, the new Board of

(Continued on page 308.)

Got it
down in Ink



With the Genuine
Self Filling, Safety, Pocket and Regular
Types of

Waterman's Ideal Fountain Pen

Phantom Powder---

The *ONLY* Powder in Solid Form—
You have a Treat Coming—
A most Delightful Preparation.

Will neither rub, wash nor perspire
off—but is easily removed—
Makes your skin look smooth as mar-
ble—and feel flexible and natural—

**For the FACE, NECK, ARMS,
and AFTER THE BATH**

Comes in Cream—Flesh—Brunette
At the nearest Marinello Shop

Marinello Shop

53 E. Madison MALLERS BLDG. CHICAGO

"C & C"
(Cantrell & Cochrane)
Ginger Ale

*The
Champagne
of Ireland*



Over fifteen centuries ago St. Patrick's Well in Dublin was famous throughout Ireland. To-day the waters of this historic well are drunk the world over in "C & C" Ginger Ale. "C & C" has the life, the sparkle, the delicious crispness of champagne, without the fire. See that you have "C & C" at the Club weekly luncheon and the monthly dinner and order in a dozen of "C & C" for your home.

Made by **CANTRELL & COCHRANE, LTD.**
(Established 1852.)

THE 1915 CONVENTION. (Continued from page 306.)

Directors selected Cincinnati as the place for the 1916 Convention.

The trade and professional section loving cup, which was won last year by the attorneys-at-law section, was awarded to the Lithographers, Engravers, Printers and Bookbinders, presided over by Ben Dixon of San Francisco. This section had an attendance of twenty and a very successful meeting.

President Mulholland requested Rotarian Wilson (an attorney) to present the cup to Dixon, remarking: "They had to combine three sections, to take that cup from us."

Following the introduction of the new officers, President Albert summed up the work of the convention, and then Uncle Charley Woodward (Russell Greiner's great-uncle, 92 years young and a member of the San Francisco Rotary Club) was escorted to the platform. His son had passed away the latter part of the previous week, and he referred to his loss when he addressed the convention:

"Mr. President and Fellow Rotarians, I am not in a condition either mentally or physically to talk to you as I would like to, as I am suffering from a sad bereavement that under other circumstances should have kept me at home. Still, I could not forget that this was a Rotary Convention, and I, from the crown of my head to the sole of my feet, am a Rotarian.

"I would have been glad, if I could have had time to have prepared myself for a little talk, but as it is I shall have to beg you to excuse me. Still, I cannot help but feel that I ought to say something for the royal manner in which you received me last Monday morning. It cheered me and cheers me still, and I am resolved that to the utmost of my ability in every way possible, I will carry out the glorious principles of Rotary."

The convention then adjourned.

The new board of directors immediately convened in the Hotel Oakland and their session was attended by the other International officers, including the district governors and all of the outgoing officers. The business meeting was followed by a dinner at which the Oakland Rotary Club was the host and it was a very happy affair indeed. The visitors took occasion to say a few words of appreciation for the courtesies shown them by the San Francisco and Oakland Rotarians; ideas were exchanged on extension work and other administrative matters were discussed and disposed of.



Dayton Pneumatic

Fellow Rotarians

If you are in the tire business and want to make more money, or if you are not now in the tire business, but want to get into something high-grade and profitable, please write me. I want to let you know all about our line of tires, comprising



Dayton Airless

Dayton Airless and Dayton Pneumatic

THE BLANCHARD STRUCTURAL PRODUCTS CO.

April 9, 1915.

My Dear Mac:

You asked me the other day about the results of my use of "Dayton" pneumatics.

I have to compliment you on your ability to get mileage into a tire. Your tires are certainly there. My Packard Roadster is not the easiest car on tires and as you know, I am not inclined to delay much when going from town to town, still I get six to seven thousand miles out of each tire.

Your non-skid tread seems to be a pretty good one, as I used chains very little last winter.

I believe that your tire deserves every bit of its success.

Yours very truly,
(Signed)

G. S. BLANCHARD.
(Rotarian.)

The Dayton Airless cannot puncture nor blowout—contains no compressed air, yet rides with actually less vibration than the pneumatic.

Just drop me a line and let me give you all the facts, and only facts. Tens of thousands now in use on *all* kinds of cars from Fords to Fire Engines.

The Dayton Pneumatic Tire is a strictly quality tire, fully guaranteed and built as a Rotary Tire should be.

THE DAYTON RUBBER MFG. COMPANY

John A. MacMillan
V. P. & Gen'l Mgr.
(ROTARIAN)

1020 Kiser Street

LANKERING CIGAR COMPANY.

February 16, 1915.

Gentlemen:
Answering your recent inquiry.

We have been using Dayton Airless Tires since July, 1913, on our commercial car, on a touring car and on a roadster (all three Fords) and must say that they have given good satisfaction. While the cost of your tire is considerably more than pneumatics, still we find after comparing our yearly tire expense account, it is not any more than when we were using pneumatic tires, due to the extra mileage we are getting out of your tires. Considering the saving of time, worry, delay and comfort our salesmen get while driving, we realize we are ahead of the game and we have decided to use only Dayton Airless Tires hereafter.

Yours very truly,
(Signed)
FRED L. LANCKERING.
(Rotarian.)

DAYTON, OHIO

**IF IT'S
LITHOGRAPHED
WE
DO IT**

Lutz & Sheinkman
INC.

222-242 WILLIAM STREET
NEW YORK

**WE CARRY ROTARY
POSTER STAMPS
IN STOCK**

SAMPLES ON REQUEST

SAVE 20%
on
ENVELOPES

Printed or Blank

From **FACTORY** Direct
to you.

**BERKOWITZ
ENVELOPE
COMPANY**

Kansas City, Mo.

Samples and Prices on Request

Rotary from the Outside

Why Am I Not a Rotarian?

(A communication from an outsider addressed to and published by "Cogs," the Club publication of Dublin Rotary.)

WHY am I not a Rotarian?

Not for want of invitations from enthusiastic Rotarians whom I esteem.

Not because it hails from America, for I am attracted to everything American.

Not because it is a business club, because I echo Mr. Wm. M. Murphy's statement that the great game of business is the most fascinating form of sport.

Yet I remain a rank outsider!

You keep out my competitor, but I don't want to give him the cold shoulder. I want to shake hands with him and exchange confidences. I don't ask him for a list of customers or a look over his private ledger, but I look upon my competitor as a good fellow. Looking back across a waste of years, I remember in my early struggles when commencing business for myself the man who showed me much kindness was a fierce opponent. We seldom passed each other on the street; always stopped for a little sympathy and business news, and then chased each other in and out of wholesale and manufacturing houses after the same orders.

Will the Rotary Club help me in pushing my business? Will it help me in dealing kindly with my employees? Will it help me to new ideas in salesmanship and advertising?

It is all very well to say there is fellowship with the business men of the city, but whilst such social intercourse is pleasant, do the lunches, the committees, the meetings, not waste a lot of time? Waste it pleasantly, to be sure, but is my time not better occupied in my office or amongst my customers?

I would be glad to be convinced that by becoming a wholehearted Rotarian I might become a better citizen and a smarter business man.

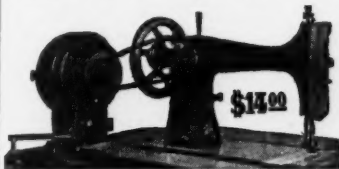
I would not like to be on a mere bowing acquaintance with the Club—the whole hog or not at all.

Then again, should I get dragged into all kinds of side shows in which there was no money?

At the Civic Exhibition I was an exhibitor and did well, but I was not impressed with the benefit derived by those in Rotary Avenue.

(Continued on page 312.)

Let Us Equip Your Factory or Your Home Electrically



Household Sewing Machine	
Motor	\$14.00
Household & Dentists Polishing	
Motor	14.00
Household Wash Machine	
Motor	17.50
Household Table Fan Motor	7.50

We solicit your inquiry and order for the Electric Motors, and Electrical Machinery which you need. We will furnish it reasonable, promptly and of guaranteed quality. If you have a problem in equipment our Engineering Department will solve it for you, with twenty years' experience to back it up. We please by attention to details and as a Rotarian ask you to Boost our Best. Write for our Illustrated Booklets on the apparatus you are interested in.

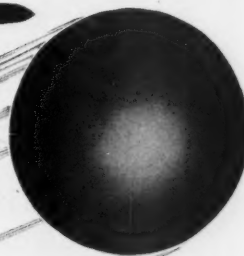


Fidelity Electric Co.
Dept. R. Lancaster, Pa.



You Can Better Your Game!

Certainty—speed—endurance! These qualities that you demand of your handball are the qualities you want yourself. Without a ball that's "right" you can't be "right" yourself.



GOODRICH Hand Balls

Are nearly perfect as the rubber experts who make Goodrich Balls can make them. It takes a factory that specializes in rubber to put the utmost into a handball. The rubber in them must take the hardest abuse—must stand up and keep its life. Goodrich "know-how" goes into Goodrich Handballs. It will put more into your game.

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Rotarian
John J. Wood, President

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Write or call to-day for our mammoth Catalog of Seeds.
Free of course.

SEEDS

518 MARKET ST.
PHILA.

(ROTARY FROM THE OUTSIDE.)

(Continued from page 310.)

If those exhibitors went in for the sake of the Club and lost money on the Exhibition, then their Rotarianism is costing them dearly.

I am willing to spend time and money on philanthropic objects, but I understand the primary object of the Rotary Club to be business.

Yours very truly,
ENQUIRER.

A Rotarian—Ex-Officio—Tells "Enquirer" a Few Things.

(Another letter addressed to and published in "Cogs.")

SIR: My hubby is a Rotarian, so, of course, I am one, too—ex-officio (I am the hub, as it were!)

Naturally, I take a great interest in Rotary, and have been enthusiastic about it all along, and a constant reader of "Cogs."

I was interested to see in the last number why some one (who has evidently not given much careful attention to the subject) is not a Rotarian, and am curious to see how his objections will be answered by members.

I do not blame him for his narrow view, because I know at first many members had the same idea—"What can I get out of Rotary?"

They looked on Rotary as a roulette wheel on which they staked their subscriptions, and if the wheel did not bring them a substantial monetary increase they felt they had a grievance.

Now, Rotary is not a roulette wheel, nor yet the imitation wheel of the spider which is carefully spread for the spider's benefit only, and does not rotate.

Rotary is the inward and spiritual grace of which the wheel is the outward and visible sign.

Think what the first wheel must have meant to man. I don't know whether it was first applied to the making of pottery, the grinding of wheat, or the raising of water, for spinning wool or flax, or on the first rude vehicles, but think of how that wonderful invention changed the order of things. How much of the burden of daily life was lifted and the progress of mankind helped.

So the application of Rotary principles lifts business, civic and social life, on to a higher plane. You look after "No. 1" as keenly as ever, but the other fellow is "No. 1" in Rotary. "What can I give?" not "what do I get" is the first consideration.

(Continued on page 314.)



Janssen wants to see you

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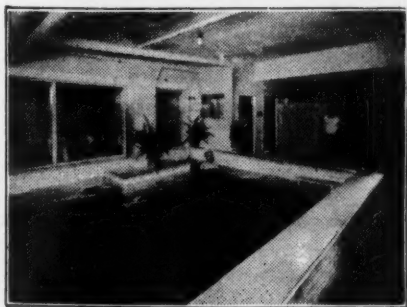


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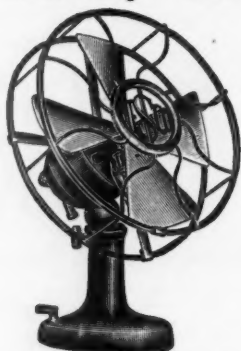
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more than 10 per cent efficient. It is safe to say *all could* at least double their efficiency—if they really determined to.

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to all true Rotarians who believe that "He profits most who serves best." Just a simple request brings it. Write now—while you think of it—to

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470 Gunther Building
CHICAGO MOTHER CITY
OF ROTARY



(ROTARY FROM THE OUTSIDE.)

(Continued from page 312.)

Give business orders of course, where possible, knowing that Rotarians are honourable men who are on the way to be, if not already, personal friends, but in any case give to Rotary sympathetic and unselfish interest in your fellow members. Be ready with advice and help when needed. Lend the moral support of yet another honourable and decent fellow (I like the Irish adjective!) in a company composed of such, and where there is such a company ready and willing to serve their day and generation the opportunity will arrive, and the city and the world will be the better.

I would say to "Enquirer" that as to "meeting his competitor" we have no doubt he would be equally as desirable a member as himself, and we should be very pleased to have him, but we don't want a "corner" in any particular line, and wish all trades and professions to be equally represented. Most have Associations for furthering their own particular interests, and "Enquirer" has opportunity of meeting his dearly-beloved rivals there; but the Rotary Club feels it is good for him to know that there are other trades besides his own, and it widens his interests by forcing the others on his notice, so that his own particular "shop" does not bound his horizon entirely.

As to the Civic Exhibition: Rotary Avenue was the outcome of a sense of civic duty on the part of the members who, in addition, gave a voluntary subscription of over £100.

There are probably reasons why "Enquirer's" exhibit should have done particularly well, whether in or out of Rotary Avenue.

Thanking you for permitting this unwarrantable intrusion on your valuable space,
I am yours, etc.,

BLANCHE.

A Texan Outsider's Views.

(This should be brought to the notice of "Enquirer.")

IF ANYBODY has ever told me where Rotary got its name and what significance the title has, I have forgotten. But I know what a "Rotarian" means—at least in San Antonio. It is synonymous with "live wires."

I am lucky enough to have a few friends who take me to Rotary luncheon occasionally. There is something about the atmosphere of

(Continued on page 316.)



FLORISTS In Rotary

These ROTARY FLORISTS will deliver flowers in their respective cities upon telegraphic or mail order. The best way to place an order is to leave same with your local Rotary Florist who will rush it to the Florist in the city where you wish the flowers sent. *Satisfaction guaranteed in every respect.*

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BUFFALO, N. Y.	ANDERSON, THE FLORIST, 440 Main St.
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DETROIT, MICH.	EDWARD A. FETTERS, 114 Farmer St.
HAMILTON, ONT.	JOHN CONNOR CO., Ltd., 69 King St. East.
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60 Neal Institutes in Principal Cities

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PRESSURE BAR
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Original and Striking Poster Stamp Designs to Order



lot drawn by spirited horses and with torch uplifted.

The original of this design was prepared by Rotarian Wilhelm Bernhard, and presented to Rotarian Wm. Hale Thompson, Mayor of Chicago, at the beginning of his administration. Get in touch with Rotarian Bernhard. Let him submit an original and striking design for your city or your business.

WILHELM BERNHARD, ARCHITECT,
2743 Hampden Ct., Chicago.

The Chicago Rotary Stamp

THE Chicago Rotary Club has adopted this Poster Stamp which will be used by its members on their outgoing mail. It emphasizes the interest Rotary Clubs are taking in the civic affairs of their cities.

This design shows a silhouette of Chicago's principal street, over which, in shadowy form, but with vigorous action the "Goddess of Prosperity" is sweeping in with her char-

(ROTARY FROM THE OUTSIDE.)

(Continued from page 314.)

those meetings that differs from any other gatherings I have ever attended—and I used to be a "jiner" from Jinersville. Just what it is I don't know, but the result is to encourage everybody present to give out his best radioactivity.

Rotarians all seem to be good fellows, plus.

Nearly everything they say when they get together is worth listening to. Or, if it isn't, there is something in the air that makes you think it is.

The batting average of bores at a Rotary meeting is less than .025.

Everybody shakes hands with everybody else as if he were tickled to death. There is none of that "glad you came, dear brother, have you seen the corpse, good-bye" business. Nobody seems to know the meaning of the word "perfunctory."

Everybody that belongs seems to be overloaded with good fellowship and anxious to pass it along and get it out of his system. And good-fellowship is one of the things of which it is true that the more you give it away the more you have left.

Rotarians can cry, I suppose, when they have to, but they'd rather laugh. God hates a grouch, but how He must love the man that can put over a clean joke with no sting in it and can laugh when the other chaps put over the same kind of one on him.

I have never yet observed a sting in a Rotary joke.

When you get to a Rotary meeting you're glad you came, and when you leave it you're glad you went. I paid for my own ticket at a Rotary luncheon one day, having invited a member to take me. I had a toothache, a hang-over attack of indigestion, a lame back, there wasn't a thing on the bill-of-fare that day that I liked, and Bill Furlong, who is twice my size and a little over, came and sat between me and the speakers. And I didn't begrudge the seventy-five cents it cost me—much.

Some day I propose to ask the Rotarians to let me in. They don't need me for anything, but I need them. I don't know what "healthful psychic vibrations" are, but I know where they are. Even a visitor at a Rotary luncheon goes away shocked with his share of them.

—J. FRANK DAVIS, in "Wheel of Fortune,"
San Antonio.

Oriental Rugs

We send RUGS on approval to Rotarians anywhere in the U. S.

Special \$17.50

Suitable for Gifts. Beloochistans and Mosu Rugs, sizes about 3 x 5

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Sleeping Room, with Bath, one occupant,
\$2.50 to \$5 per day.

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\$4 to \$8 per day.

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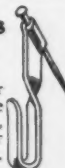
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Moore Push-less Hangers
Simplify Picture-Hanging



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*Are Worthy—They are Meritorious
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proposition. It doesn't cost you anything to find out what a Schick Baler will do for you. We assume the risk of a free 10-day trial, giving you an opportunity to satisfy yourself that the Schick is a money-making proposition for you. Write today for Catalog R and full information.

Davenport Mfg. Co., Davenport, Ia.
Salesmen and Jobbers Wanted.

Webb Hands It Back to Williamson

An Appreciation of the Rotary Poet of Cincinnati.

ONE of the popular members of the Cincinnati Rotary Club is Horace G. Williamson (Poet-Humorist). He is known as the Rotary poet—the man who has “the dope” and who knows how to “dope” it out. He is a real twentieth century poet. He delivers poetry on the instant's notice and many times has he entertained the Cincinnati Rotarians and visitors to their club with impromptu descriptions of what is going to be done at the meeting or what has been done at the meeting delivered in rhyme. The Cincinnati Rotarians think that Williamson has Walt Mason left way behind when it comes to rapid fire verse. Not so long ago the Cincinnati Rotarians escorted Williamson to Springfield (Ohio) and turned him loose on the Springfield Rotarians. He must have made a hit because Secretary James S. Webb was inspired to report the meeting as follows:

*Mr. President, and Members: Our meeting last week,
Was unlike all others, and rather unique,
We had a real poet, a live one, at lunch,
And as a tribute to his efforts sublime—
I thought that I'd write up the Minutes in rhyme.*

The Springfield, Ohio, Rotary Club
Met at the Arcade Hotel for grub
At noon (12:15), second day of November,—
A Rotary luncheon we long shall remember.

Charles Louis Bauer, in the Executive Chair,
Presided throughout with his usual care,
And after the Chaplain had offered Grace
Each member dropped into his appointed place
And directed his energies to ward the food,
Which was very well cooked, and decidedly good;
The soup was real hot,—and the fish wasn't bad,
The Service was excellent, the best we've yet had.

The usual number were each fined a quarter
For prefixing “mister,” which is out of order.
I also regret, it's my duty to state,
We fined Burton Westcott, for coming in late.

The Committee to purchase the City Hall Clock
Made a partial report, which was rather a shock!
Assured of no need of such gift to the City
We received the report and discharged the committee.

The Minutes were read and then at Roll Call
A member arose at your right hand to bawl
Out your Classification and Business Address,—
(With an addition or two, one may readily guess.)

The ci-gars and coffee were finally reached—
The President arose, cleared his throat for a speech,—
Each man nestled comfortable back in his seat
And settled himself for a “sure enough treat.”
The Entertainment Card had led us to believe
That Chairman Chas. Buchholtz “had one up his sleeve;”

The President then, with the usual “bull” con,
Introduced as our Guest,—Horace G. Williamson,
The Rotary Poet of that Ohio Town
Whose Club led the National League (Upside down!).

The Poet arose and unlimbered his Muse
And the Steed with the Wings (that all poets use
When the World fades away and one's Fancy takes
Flight
And scales up the Steeps of Parnassian Height).

He gave us as charming an entertainment
As any Rotarian half-hour we've spent;
And then in response to insistent encore,
Both of gay, and of serious, he offered still more.
He sure made a hit,—and language just balks
At words fit to eulogize that gem—"Hollyhocks."

The Poet of course, had to take just a "rub"
At the "real live ones" in the Rotary Club,—
So he roasted Kelly, and he roasted Bauer,
And exhibited quite some poetic power;—
But the things he said about Webb and of Kissell
Were 'way under standard,—and almost a fizzle:
(Whv Horace, most any old novice could tell
That you'd just made 'em up,—and they sounded like
H—!!)

But jesting aside,—(and getting back to the "bull,")
The rest of the stuff was indeed beautiful,
And the Club still applauding,—by a rising vote
Acknowledged that Williamson sure was some "Pote."
* * * My task of recording the minutes is done
And I merely add this:—that the Luncheon was one
Of the finest we've held since last January.
The meeting adjourned.

(Signed) Webb,
Secretary.

And now just to show what a real poet
Williamson is when he takes a little time to
write out his verse the following lines by him
which appeared in the Cincinnati Club's
Ladies' Night program are reprinted:

She it is who has to wait
Those evenings when I reach home late,
She it is who has to stay
Alone the nights I am away.
By her the frayed excuse is heard
Time after time without a word
Of reproach for me, with pluck she bears
The routine of domestic cares;
She makes our home a place to be
When other demands have let me free,
And for all this I would repay
With one small night of one small day:
So make these hours a joy to her,
Since seldom does this thing occur,
Give her the best that she might know
The best in me would have it so,
Let music, laughter, song and light
Weave well her pleasure on this night.
—Horace G. Williamson, Cincinnati Rotary Club.

Some Runner.

One day a college youth went West and got work
on a farm. He wasn't very well informed about
farm life, but as he was willing to work the farmer
hired him. That night the farmer said, "How are
you—a pretty good runner, boy?"

The collegian swelled with pride. "I took the
prize at college for being the fastest runner."

"Well, then," said the farmer, "you can bring
in the sheep."

Two hours later the young man entered ex-
hausted, his breath coming in short gasps.

"Have any trouble?" asked the farmer, grinning
to himself.

"I got the sheep in easy enough," said the
youth, "but I had an awful time catching the
lambs."

"Why, I haven't any lambs," said the farmer,
in surprise.

Together they walked to the pen. There were
all the sheep—and also five jackrabbits.



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The famous ALLEN TIRE CASE and
ALLEN TYROMETER should be on
your car. See your dealer.

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Drills and Ducks	Burlap
Carpets	Transparent
Fibre Cord	Celluloid
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Bow Lining	Cushion Canvas
Webbing	Etc.

Write for samples and prices.

The Landers Bros. Co.

Dept. R5,

Toledo, Ohio



You probably intended to investigate ALADDIN'S 4-page invitation in the August ROTARIAN.

Unfinished business is unprofitable business.

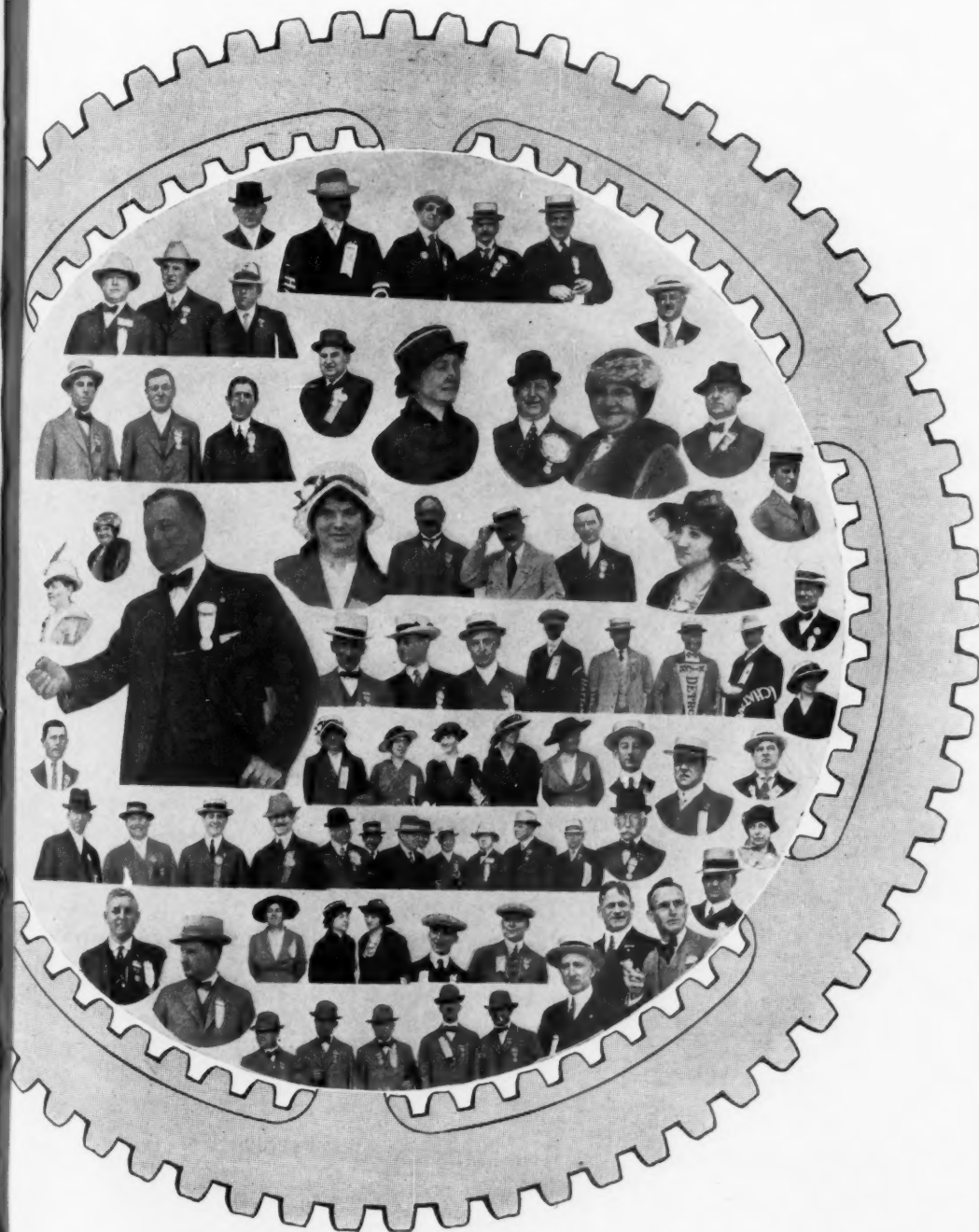
Then let me quote—
“Eventually—why not now”

OTTO E. SOVEREIGN
Bay City, Mich.

*I can't write an ad
without putting a
house into it*



Post Convention Auto Tour Guests



(Continued from inside front cover page.)

arranged by Rotarian H. R. Basford. The two pictures show President O'Brien, backed by the San José Club, welcoming Past International President Mulholland and other guests. The pictures are published by courtesy of the San José Mercury.

- not until I saw it in THE ROTARIAN

THE DAYTON RUBBER MANUFACTURING COMPANY
MAKERS OF
THE DAYTON AIRLESS CLINCHER TIRE
THE DAYTON PNEUMATIC TIRE
DAYTON, OHIO, U.S.A.

J. C. HOOVEN President
JOHN A. McMILLAN V. Pres. & Genl. Mgr.
C. E. HOOVEN Secy. & Treas.

CABLE ADDRESS
"AIRLESS DAYTON"
WESTERN UNION CODE

August 10th, 1915.

THE ROTARIAN,
910 Michigan Ave.,
Chicago, Ill.

My dear Mr. Jennings:-

Enclosed herewith find copy for our full page advertisement in the next issue of THE ROTARIAN.

I am pleased to confirm the statements I recently made at the International Rotary Convention at San Francisco with reference to our experience in advertising in THE ROTARIAN:

We advertised our business in THE ROTARIAN and a gentleman back East read the advertisement, communicated with our New York branch and bought \$400.00 or \$500.00 worth of goods which we manufacture. He then wrote me a letter in which he said:

"I have seen your advertisement for a long time in other magazines but I never paid any attention to it until I saw it in THE ROTARIAN."

This man today is one of my best customers. He has bought thousands of dollars worth of goods.

With kindest regards, I am,

Very sincerely yours,

John A. McMILLAN

M-E Enc.

THE ROTARIAN
A Monthly Magazine of Service
910 Michigan Avenue,
Chicago, U.S.A.